



How to Self-Promote without Being a Jerk

By Bruce Kasanoff



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Bruce Kasanoff's personal and career credo is "Be generous and expert, trustworthy and clear, open-minded and adaptable, persistent and present." This book is organized around these principles.

The basic notion is: help others, and you will find success. But the book doesn't stop there. Kasanoff offers dozens of specific tips about when, why and how to do this. He writes about being clear and focused, not just in your interactions with others but also at the core of how you perceive the world.

Kasanoff created his credo in 2012, lived by them for six months, then wrote an article about them. It received an enthusiastic response, so he created a little free guide anyone could download online; over 40,000 people downloaded that guide. He then expanded the guide into this book.

Whether you are a CEO or a college student, whether you serve customers or design new products, you can benefit from Kasanoff's clear, compelling and actionable insights. Help others, and you will help yourself.

Generous means to help others long before – and after – you need their help.

Expert means to be very competent in one or more areas that others value. It also means that whenever you take on a new task, do your best.

Trustworthy means to take ownership of your words and actions, and recognize that you live in a world in which they will increasingly be recorded, remembered, analyzed, and replayed.

Clear means to know what you want and to be able to communicate it effectively.

Open-minded means no matter how expert or successful you become, never stop listening and learning.

Adaptable means to keep your options open, so that when the world surprises you, it won't be that surprising.

Persistent means to keep trying, even when times are tough and you are tempted

to quit.

Present means that although you should learn from the past and be prepared for the future, you should pay close attention to the present moment as it unfolds - otherwise, you will miss a great deal.

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How to Self-Promote without Being a Jerk By Bruce Kasanoff Bibliography

- Sales Rank: #281508 in eBooks
- Published on: 2014-01-24
- Released on: 2014-01-24
- Format: Kindle eBook

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Ilene Cody:

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