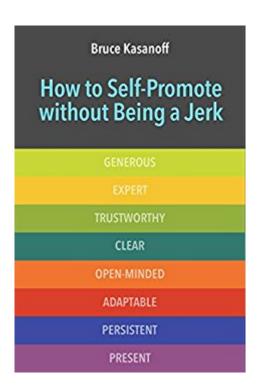
# The book was found

# How To Self-Promote Without Being A Jerk





## **Synopsis**

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 â " and after â " 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 wonâ ™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.

## **Book Information**

File Size: 4113 KB

Print Length: 95 pages

Simultaneous Device Usage: Unlimited

Publisher: Now Possible (January 24, 2014)

Publication Date: January 24, 2014

Sold by: A Digital Services LLC

Language: English

ASIN: B00I2F190U

Text-to-Speech: Enabled

X-Ray: Enabled

Word Wise: Enabled

Lending: Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #128,468 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #11 in Books > Education & Teaching > Higher & Continuing Education > Vocational #195 in Kindle Store > Kindle eBooks > Business & Money > Skills > Communications #200 in Kindle Store > Kindle Short Reads > Two hours or more (65-100 pages) > Education & Reference

### Customer Reviews

The first thing I want to say about this book, is that every person graduating college should get a copy of this, along with a diploma. This is not just a guide about self-promotion, it is a lot more. It is a book about how to be successful, with the over-arching theme, that if you are a successful human being, you will be a success in business because those same traits carry over. Then it gives the proper advice about how to "self-promote." I believe what the book says because I have been living it and subscribe to all its principles. Everything in this book is spot on. It does not say "Be nice and great things will happen." It does tell you the discipline, hard work, mentality and value set that will make you a success in business, with people who are like minded. You will attract what you put out. Bruce tells you what short-cuts to avoid, and that is gold, because you will lose a lot of time, ground and reputation if you take those short-cuts (even if you are well-meaning). The book is pro-active and also a confirmation. It confirms high-road behaviors but you need to know how to harness your values to become successful. Success in business is not "if-then;" it is a strategic series of behaviors, manifesting in actions and habits. He really covers it all. If I had to subtitle it, I would call it "How to be a Mensch and ensure you will have business success from being that way." Of course, that's not a title, but it how I felt reading the book. For younger folks, it is a great road map. However, this book is also great for people already in the workforce! It will recalibrate you, remind you and refocus you, if you are already working.

#### Download to continue reading...

How to Self-Promote without Being a Jerk Self-Discipline: Achieve Unbreakable Self-Discipline: How To Build Confidence, Willpower, Motivation, Self-Belief And Master Your Life!: Self control, ... Self-Confidence, Self-esteem, Organizing) Self-Love: The 21-Day Self-Love Challenge - Learn how to love yourself unconditionally, cultivate self-worth, self-compassion and self-confidence (self ... happiness) (21-Day Challenges Book 6) Self Help: How To Live In The Present Moment (Self help.

Self help books, Self help books for women, Anxiety self help, Self help relationships, Present Moment, Be Happy Book 1) Mobile App Marketing And Monetization: How To Promote Mobile Apps Like A Pro: Learn to promote and monetize your Android or iPhone app. Get hundreds of thousands of downloads & grow your app business Self Hypnosis for Beginners: The Ultimate Guide With Systematic Steps To Master Self Hypnosis (Self Hypnosis, Self hypnosis as you read, Self hypnosis diet) Self Hypnosis: The Ultimate Beginners Guide To Mastering Self Hypnosis In 7 Days (self hypnosis, self hypnosis diet, self hypnosis for dummies) Complete Guide to Self Publishing: Everything You Need to Know to Write, Publish, Promote, and Sell Your Own Book (Self-Publishing) 4th Edition) Low Carb: Proven Low Carb Homemade Cookbook That Will Help You Lose Weight Without Starving! (Includes High Protein and Low Carb Diet Recipes That Will Promote Rapid Weight Loss) NAVY SEAL: Self Discipline: How to Become the Toughest Warrior: Self Confidence, Self Awareness, Self Control, Mental Toughness HYPNOSIS FOR WEIGHT LOSS: SELF HYPNOSIS as you read (FREE Life Mastery Bonus Toolkit Included!) (Self Hypnosis As You Read, Self Hypnosis for Beginners, ... Weight Loss, Self Hypnosis Audio Book 3) Experiencing CBT from the Inside Out: A Self-Practice/Self-Reflection Workbook for Therapists (Self-Practice/Self-Reflection Guides for Psychotherapists) Jamaican Cookbook - 25 Easy, Delicious and Authentic Jamaican Recipes: From Ackee and Salt fish to Jerk Chicken Jerk from Jamaica: Barbecue Caribbean Style Don't Be a Jerk: And Other Practical Advice from Dogen, Japan's Greatest Zen Master - A Radical but Reverent Paraphrasing of Dogen's Treasury of the True Dharma Eye Joint Custody with a Jerk: Raising a Child with an Uncooperative Ex- A Hands-on, Practical Guide to Communicating with a Difficult Ex-Spouse How to Avoid Falling in Love with a Jerk ROMANCE SELF-PUBLISHING BOOK BUNDLE (Books One to Three): All the Information you need to Write, Publish and Promote your Romance Kindle Book The Michigan Divorce Book: A Guide to Doing an Uncontested Divorce Without an Attorney Without Minor Children (Michigan Divorce Book Without Minor Children) The Upside of Your Dark Side: Why Being Your Whole Self - Not Just Your "Good" Self - Drives Success and Fulfillment

**Dmca**