

MARKETING

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Marketing Yourself For A Job Brian Paglione, 2021-07-29 Unless you re in business for yourself or looking for a job the idea of marketing yourself may not sound like anything that concerns you But it s a skill everyone needs to master Understand the basics and you ll be prepared to position yourself as an expert Inside this book the authors award winning sales and marketing pros apply the marketing principles that have made them successful in business to guide individuals to discover their potential develop essential branding recognize their value to a company and learn how to effectively present themselves as the solution to a potential employer s needs

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