



Reinventing You: Define Your Brand, Imagine Your Future

Dorie Clark

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A step-by-step guide to reinventing you

Are you where you want to be professionally?

Whether you want to advance faster at your present company, change jobs, or make the jump to a new field entirely, the goal is clear: to build a career that thrives on your unique passions and talents. But to achieve this in today's competitive job market, it's almost certain that at some point you'll need to reinvent yourself professionally. Consider this book your road map for the next phase of your career journey.

In *Reinventing You*, branding expert Dorie Clark provides a step-by-step guide to help you assess your unique strengths, develop a compelling personal brand, and ensure that others recognize the powerful contribution you can make.

Mixing personal stories with engaging interviews and examples from well-known personalities—Mark Zuckerberg, Al Gore, Tim Ferriss, Seth Godin, and others—*Reinventing You* shows how to think big about your professional goals, take control of your career, build a reputation that opens doors for you, and finally live the life you want.

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