



Ditch. Dare. Do!: 3D Personal Branding for Executives

By William Arruda, Deb Dib



Ditch. Dare. Do!: 3D Personal Branding for Executives By William Arruda, Deb Dib

Personal branding is today's killer app and must-have skill for career-minded leaders, executives, their teams, and their companies.

Why? In today's new world of work every executive is a contract player, every company needs strongly branded employees, no one has any time--and traditional career management just doesn't work.

What does work? Personal branding--and Ditch. Dare. Do! leads the charge with executive branding revolutionized for the time intensive, rapidly evolving 21st century workplace.

Ditch. Dare. Do! is filled with fast, fun, furious branding--66 bold and brief tips designed for today's 24/7 schedules and dwindling attention spans. It's the definitive (and irreverent) career and corporate success plan for defining, aligning, and living the power of brand--with an action plan that can be executed in 9 minutes a day!

Challenging long-held assumptions and habits, the authors dare the reader with a "ditch" (a mindset that must be shattered), a "dare" (a challenge to up their game), or a "do" (a critical action that must be taken to ensure success).

Although Ditch. Dare. Do! is revolutionary, it's also evolutionary--the next-generation of time-tested Reach Personal Branding methodology developed by author William Arruda (dubbed "Personal Branding Guru" by Entrepreneur), and used by Fortune companies, leading universities, and hundreds of Reach's Certified Personal Branding Strategists worldwide for more than a decade.

Executives (indeed anyone building a career) who follow this proven "GPS for success" will advance faster, support the corporate brand, deliver greater value to their companies--and become influential, indispensable, and incredibly happy at work

 [Download Ditch. Dare. Do!: 3D Personal Branding for Executi ...pdf](#)

 [Read Online Ditch. Dare. Do!: 3D Personal Branding for Execu ...pdf](#)

Ditch. Dare. Do!: 3D Personal Branding for Executives

By William Arruda, Deb Dib

Ditch. Dare. Do!: 3D Personal Branding for Executives By William Arruda, Deb Dib

Personal branding is today's killer app and must-have skill for career-minded leaders, executives, their teams, and their companies.

Why? In today's new world of work every executive is a contract player, every company needs strongly branded employees, no one has any time--and traditional career management just doesn't work.

What does work? Personal branding--and Ditch. Dare. Do! leads the charge with executive branding revolutionized for the time intensive, rapidly evolving 21st century workplace.

Ditch. Dare. Do! is filled with fast, fun, furious branding--66 bold and brief tips designed for today's 24/7 schedules and dwindling attention spans. It's the definitive (and irreverent) career and corporate success plan for defining, aligning, and living the power of brand--with an action plan that can be executed in 9 minutes a day!

Challenging long-held assumptions and habits, the authors dare the reader with a "ditch" (a mindset that must be shattered), a "dare" (a challenge to up their game), or a "do" (a critical action that must be taken to ensure success).

Although Ditch. Dare. Do! is revolutionary, it's also evolutionary--the next-generation of time-tested Reach Personal Branding methodology developed by author William Arruda (dubbed "Personal Branding Guru" by Entrepreneur), and used by Fortune companies, leading universities, and hundreds of Reach's Certified Personal Branding Strategists worldwide for more than a decade.

Executives (indeed anyone building a career) who follow this proven "GPS for success" will advance faster, support the corporate brand, deliver greater value to their companies--and become influential, indispensable, and incredibly happy at work

Ditch. Dare. Do!: 3D Personal Branding for Executives By William Arruda, Deb Dib Bibliography

- Sales Rank: #468774 in eBooks
- Published on: 2013-04-23
- Released on: 2013-04-23
- Format: Kindle eBook

 [Download Ditch. Dare. Do!: 3D Personal Branding for Executi ...pdf](#)

 [Read Online Ditch. Dare. Do!: 3D Personal Branding for Execu ...pdf](#)



Download and Read Free Online Ditch. Dare. Do!: 3D Personal Branding for Executives By William Arruda, Deb Dib

Editorial Review

Review

"William Arruda and Deb Dib understand personal branding better than anyone. In this invaluable guide, they lay out the essential points in quick, actionable tips that will allow readers to develop their own personal brands--for greater effectiveness and satisfaction at work."

Gretchen Rubin, author of the New York Times #1 bestsellers *The Happiness Project* and *Happier at Home*

"Did you know that 9 minutes a day, 5 days a week, adds up to nearly 40 hours -- one workweek -- over the course of a year? Nine minutes is not very much time, but according to the authors of Ditch, Dare, Do, that's all you need to make a significant difference in your life. This book is packed with quick-execute tips that will help you identify what you stand for, what you're good at, and what you want to be remembered for, and then make the most of that information in your career. This book issues a rousing challenge -- are you up for it?"

Daniel H. Pink, author of *Drive* and *A Whole New Mind*

"With wisdom and wit, personal branding pioneers William Arruda and Deb Dib have evolved the best of executive branding into dynamic actions and strategies that tame today's frenetic workplace, transforming it into an opportunity-rich, brand-building environment for professionals seeking more success and personal fulfillment."

Marshall Goldsmith, New York Times bestselling author of *MOJO* and *What Got You Here Won't Get You There*

"Ditch. Dare. Do! helps you get career clarity, gain momentum, and make success your new norm."

Martin Yate, New York Times Bestselling Author of the *Knock 'em Dead* series of career books.

"You won't find anyone who knows more about branding than William Arruda. And his new book, Ditch. Dare. Do!, will ensure YOU decide how you're known in the world -- and make it happen fast. Buy a copy for everyone in your organization."

Michael Port, NY York Times bestselling author of *Book Yourself Solid Illustrated*

From the Author

We wrote *Ditch. Dare. Do!* for you--today's executive--because we know that security and momentum come not from job search, but from building an authentic branded reputation that attracts right-fit opportunities. And we wrote it because we know that your company's success increasingly depends upon you, and all employees, to be branded. From our work with thousands of executives like you, we know that personal branding lets you show the world your best self, personal branding is the single best way to become happier and more successful, and branding yourself will make your company more successful too. We also know that you likely don't have the personal branding skills or time to make any of that happen. So we wrote *Ditch. Dare. Do!* for you!

From the Inside Flap

The only employment insurance is a strong personal brand!

Although relevant to job seekers, *Ditch. Dare. Do!* was written for executives working inside organizations who want to expand their success, have fun doing it, and never again scramble to achieve a coveted promotion, land a great position, or transition to a dream career. It acknowledges that we all spend so much time working *in* our careers that we have little time to work *on* them--and it provides 66 practical tips for changing that in as few as 9 minutes a day of focused action. Readers who "ditch" old mindsets, "dare" to take risks to up their game, and "do" critical actions that must be accomplished, will uncover and project a uniquely powerful personal brand--today's key to influence and happiness.

Users Review

From reader reviews:

Teresa Riggs:

The book untitled *Ditch. Dare. Do!: 3D Personal Branding for Executives* is the reserve that recommended to you you just read. You can see the quality of the publication content that will be shown to anyone. The language that creator use to explained their ideas are easily to understand. The copy writer was did a lot of investigation when write the book, to ensure the information that they share to you is absolutely accurate. You also could possibly get the e-book of *Ditch. Dare. Do!: 3D Personal Branding for Executives* from the publisher to make you more enjoy free time.

Eric Sanders:

Does one one of the book lovers? If so, do you ever feeling doubt when you are in the book store? Attempt to pick one book that you find out the inside because don't determine book by its handle may doesn't work this is difficult job because you are afraid that the inside maybe not since fantastic as in the outside search likes. Maybe you answer may be *Ditch. Dare. Do!: 3D Personal Branding for Executives* why because the excellent cover that make you consider in regards to the content will not disappoint a person. The inside or content will be fantastic as the outside or even cover. Your reading sixth sense will directly assist you to pick up this book.

Billy Golden:

Reading a book to get new life style in this year; every people loves to study a book. When you examine a book you can get a great deal of benefit. When you read ebooks, you can improve your knowledge, simply because book has a lot of information onto it. The information that you will get depend on what sorts of book that you have read. If you need to get information about your study, you can read education books, but if you act like you want to entertain yourself you are able to a fiction books, this kind of us novel, comics, in addition to soon. The *Ditch. Dare. Do!: 3D Personal Branding for Executives* will give you new experience in reading through a book.

Lashunda McCloud:

As a scholar exactly feel bored in order to reading. If their teacher inquired them to go to the library as well as to make summary for some book, they are complained. Just minor students that has reading's internal or real their pastime. They just do what the trainer want, like asked to the library. They go to right now there but nothing reading really. Any students feel that reading is not important, boring and also can't see colorful photographs on there. Yeah, it is being complicated. Book is very important for you personally. As we know that on this era, many ways to get whatever you want. Likewise word says, ways to reach Chinese's country. So , this Ditch. Dare. Do!: 3D Personal Branding for Executives can make you feel more interested to read.

Download and Read Online Ditch. Dare. Do!: 3D Personal Branding for Executives By William Arruda, Deb Dib #AG3WHYJEKO6

Read Ditch. Dare. Do!: 3D Personal Branding for Executives By William Arruda, Deb Dib for online ebook

Ditch. Dare. Do!: 3D Personal Branding for Executives By William Arruda, Deb Dib Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Ditch. Dare. Do!: 3D Personal Branding for Executives By William Arruda, Deb Dib books to read online.

Online Ditch. Dare. Do!: 3D Personal Branding for Executives By William Arruda, Deb Dib ebook PDF download

Ditch. Dare. Do!: 3D Personal Branding for Executives By William Arruda, Deb Dib Doc

Ditch. Dare. Do!: 3D Personal Branding for Executives By William Arruda, Deb Dib Mobipocket

Ditch. Dare. Do!: 3D Personal Branding for Executives By William Arruda, Deb Dib EPub