

Ditch, Dare, Do: 3D Personal Branding for Executives

By William Arruda, Deb Dib

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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!

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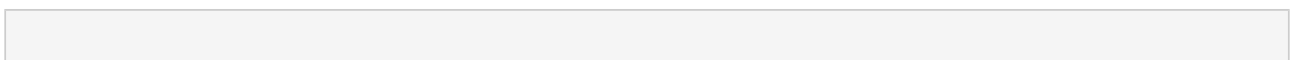
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Editorial Review

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:

Jeffrey Brown:

What do you ponder on book? It is just for students since they are still students or that for all people in the world, the particular best subject for that? Simply you can be answered for that concern above. Every person has several personality and hobby for every single other. Don't to be pushed someone or something that they don't need do that. You must know how great and important the book *Ditch, Dare, Do: 3D Personal Branding for Executives*. All type of book are you able to see on many solutions. You can look for the internet sources or other social media.

Wayne Hause:

A lot of people always spent all their free time to vacation or maybe go to the outside with them household or their friend. Do you know? Many a lot of people spent these people free time just watching TV, or maybe playing video games all day long. If you need to try to find a new activity that is look different you can read a new book. It is really fun for yourself. If you enjoy the book which you read you can spent 24 hours a day to reading a reserve. The book *Ditch, Dare, Do: 3D Personal Branding for Executives* it is very good to read. There are a lot of folks that recommended this book. They were enjoying reading this book. Should you did not have enough space to create this book you can buy often the e-book. You can m0ore quickly to read this book from your smart phone. The price is not too costly but this book offers high quality.

Elmer Pereira:

Do you one of the book lovers? If yes, do you ever feeling doubt if you are in the book store? Make an effort to pick one book that you just dont know the inside because don't judge book by its handle may doesn't work at this point is difficult job because you are scared that the inside maybe not since fantastic as in the outside appear likes. Maybe you answer may be *Ditch, Dare, Do: 3D Personal Branding for Executives* why because the great cover that make you consider with regards to the content will not disappoint a person. The inside or content is actually fantastic as the outside or perhaps cover. Your reading sixth sense will directly guide you to pick up this book.

May Chapa:

In this particular era which is the greater man or woman or who has ability to do something more are more valuable than other. Do you want to become among it? It is just simple solution to have that. What you are related is just spending your time not very much but quite enough to have a look at some books. One of the books in the top collection in your reading list is actually Ditch, Dare, Do: 3D Personal Branding for Executives. This book and that is qualified as The Hungry Mountains can get you closer in turning into precious person. By looking upward and review this reserve you can get many advantages.

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