

There are thousands of resources that can provide information on skills and aspects of Tactful Self-Promotion. We've included a few that we think are helpful.

GENERAL

www.careerealism.com

Based on the belief that “every job is temporary,” Career Realism is a resource for trusted career advice for handling career challenges.

Get Noticed....Get Referrals: Build Your Client Base and Your Business by Making a Name for Yourself, by Jill Lublin (McGraw Hill, 2008)

A guide for using powerful self-promotion techniques to get noticed by potential new clients. She focuses on skills required to make a memorable first impression and deepen relationships.

How to Self-Promote Without Being a Jerk, by Bruce Kasanoff (Now Possible, 2014)

This book is structured around a single sentence the author uses to organize his life and his work: “Be generous and expert, trustworthy and clear, open-minded and adaptable, persistent and present.”

www.inc.com

This site has numerous timely articles about careers, organizations and business in general.

www.JibberJobber.com

This tool has evolved into a “personal relationship manager” that allows you to optimize your network relationships as well as manage a job search.

Lean In: Women, Work and the Will to Lead, Sheryl Sandberg (Alfred A. Knopf, 2013)

Sandberg outlines some of the challenges facing women in the workforce and offer suggestions for being leaders at work.

www.themuse.com

This site has valuable articles about any question you might have about your career, and you can sign up for their daily newsletter, The Daily Muse.

Promote Yourself: The New Rules for Career Success, by Dan Schwable (St. Martin's Press, 2013)

Schwable provides a comprehensive approach to defining building a brand, whether you are managing your career in a company or pursuing an entrepreneurial path.

Quiet Influence: The Introvert's Guide to Making a Difference, by Jennifer B. Kahnweiler, PhD (Berrett-Koehler Publishers, 2013)

Kahnweiler encourages introverts to stop trying to act like extroverts, and offers practical advice for how to leverage the strength of those who want to be quiet influencers. She includes a link to take a Quiet Influence Quotient Self Assessment.

Quiet: The Power of Introverts in a World that Can't Stop Talking, by Susan Cain (Crown Publishes, 2012)

Cain shows how introverts are undervalued and how much the world loses in doing so. She introduces us to successful introverts and offers advice on how to better manage in an extroverted world.

Self-Promotion for Introverts: The Quiet Guide to Getting Ahead, by Nancy Ancowitz (McGraw Hill, 2010)

Ancowitz helps introverts tap into their strengths, articulate their accomplishments, and develop strategies for career advancement.

www.TactfulSelfPromotion.com

Our website contains ideas, tips, tools and a self assessment that will help you go beyond the content of this book.

www.Ted.com

This site houses thousands of provocative videos of thought leaders in numerous fields, including every aspect of career planning.

POSITION YOURSELF

Career Distinction: Stand Out by Building Your Brand, by William Arruda, Kirsten Dixson (John Wiley & Sons, Inc, 2007)

This foundational book by the foremost experts on person branding provides a blueprint for assessing and expressing your personal brand. Purchase of the book includes access to a Personal Brand Assessment.

The Charisma Myth: How Anyone Can Master the Art and Science of Personal Magnetism, by Olivia Fox Cabane (Penguin Group, 2012)

Cabane's premise is that charisma is a skill that you can learn and practice. She includes practical exercises to help everyone attain presence, power and warmth.

Ditch, Dare, Do: 3D Personal Branding for Executives, by William Arruda and Deb Dib

This quick read provides a plan for defining, aligning, and living the power of brand--with an action plan that can be executed in 9 minutes a day!

Growing Your Business! What You Need to Know, What You Need to Do, by Mark LeBlanc (Expert Publishing, Inc., 2003)

Mark provides many tools and insights including a model for positioning yourself effectively in this quick guide for drafting a compelling branding statement.

Power: Why Some People Have It – and Others Don't, by Jeffrey Pfeffer (HarperCollins, 2010)

This Stanford professor talks about the key personal qualities that lead to power and influence.

TED talk, "Your Body Language Shapes Who You Are," Amy Cuddy, 2012.

A social psychologist who does research on body language provides a simple and motivating approach to increasing your power.

DEVELOP STRATEGIC RELATIONSHIPS

Dig Your Well Before You're Thirsty, by Harvey McKay (Currency Doubleday, 1990).

Written by a consummate networker, McKay shares compelling stories, and provides actionable advice about how to build and maintain a network of trusted, valuable contacts.

How to Win Friends and Influence People, by Dale Carnegie (Simon & Schuster, 1936)

This timeless classic is as relevant today as when it was written, providing valuable counsel on building self confidence and listening skills, and cultivating authentic human relationships to increase your power and influence.

I'm at a Networking Event: Now What???, by Sandy Jones-Kaminski (HappyAbout, 2009)

A short, practical guide, broken down to tips for preparing, attending, and following-up to attending an event. Lots of links and websites for further information.

Never Eat Alone: And Other Secrets to Success, One Relationship at a Time, by Keith Ferrazzi (Currency Doubleday, 2005)

In this connected age, Ferrazzi talks about both developing your mindset and your skillset to connect with colleagues, friends and associates.

The Twenty Minute Networking Meeting, by Marcia Ballinger, PhD with Nathan Perez (Keystone Search Publications, 2012)

Short, very practical and straightforward networking advice from a respected search professional. Helps people avoid classic mistakes in building a network.

INCREASE YOUR VISIBILITY

Brag! The Art of Tooting Your Own Horn Without Blowing It, by Peggy Klaus (Business Plus, 2003).

This book makes a compelling case for why appropriate self-promotion is essential for recognition and job security.

Business Model You: A One-Page Method For Reinventing Your Career, by Tim Clark and Alexander Osterwalde (Wiley, 2012)

This engaging book offers a visual way to summarize and creatively brainstorm a personal career plan on a single sheet of paper.

Job Searching with Social Media for Dummies, by Joshua Waldman (John Wiley & Sons, Inc., 2013)

Although focused on job search, this book offers comprehensive strategies, and detailed tactics for using social media to establish relationships and increase visibility with influencers.

www.LinkedIn.com

The premier website for connecting with other people, staying current in your field and for promoting your own work and brand.

Platform: Get Noticed in a Noisy World, by Michael Hyatt (Thomas Nelson, 2012)

This resource makes a strong case for leveraging social media to promote your own brand, and offers practical advice for setting up an integrated platform to promote your brand online.