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How to Sell Yourself: 79 (Creating Success)

Ray Grose

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Everyone working in an organisation has seen unworthy executives advance up the corporate ladder while more competent alternatives have been overlooked. Why does this seemingly unfair situation occur over and over again?

It is because many dedicated and competent executives concentrate on doing their jobs to the very best of their ability but fail to promote themselves as valuable organisational members. In particular they pay little attention to a fundamentally important factor in organisational success: their personal 'image' - the picture that other people hold of them, made up from the quality of thousands of interpersonal interactions.

How to Sell Yourself gives indispensable guidelines on how you can sell yourself, particularly how you can develop and manage your 'image' for success. It illustrates how the 'correct' image for an individual is rarely just a projection of personality, as successful executives purposefully design, manufacture and adapt their image appropriately for their position and to the culture of their organisation.

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