



Getting to Like

Jeremy Goldman, Ali Zagat

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In the last decade alone, the face and nature of the job market has evolved dramatically. It's now a given that personal branding will have a significant impact on your professional opportunities. It's not an exaggeration that your brand and reputation could make—or break—your career.

In order to connect with new employers and clients and transform your potential into success, you need to establish your unique digital identity, build strong relationships with your audience(s), and gain visibility for all the right reasons.

Getting to Like is a practical, actionable guide to anticipating and staying one step ahead of the curve—and your competition. Each chapter provides specific examples for effective communication and engagement, including:

- *Strategies for both in-person and digital channels.*
- *Interviews, case studies, and advice from branding and marketing experts.*
- *Specific guidelines for successfully navigating the most essential platforms.*

It's a crowded, competitive marketplace out there. *Getting to Like* will help you stand out, make your voice heard, and take those crucial steps toward future-proofing your career.

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