

Reading List

by Margaret Jaworski

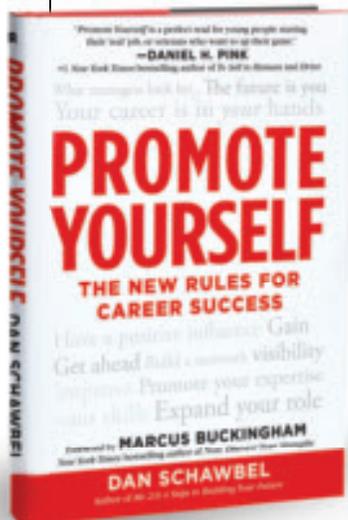
Promote Yourself

The New Rules for Career Success

by Dan Schawbel

September

St. Martin's Press; \$24.99



Detailing his own rise from company man to sought-after social marketing maven and consultant, Dan Schawbel, founder of the Gen Y research and consulting firm Millennial Branding, explains how, when and why to use social media to self-promote and to create career advancement opportunities. Although the book targets millennials (those born roughly between 1982 and 1993), much of its advice is universally helpful. For instance, everyone could benefit

from his chapter on soft, or interpersonal, skills that enable us to “form relationships with co-workers, fit into the corporate culture and communicate effectively.” Schawbel’s “Six Rules of Self-Promotion” have no expiration date: Make yourself worth being talked about (in a good way, of course); be well-known for one specific thing; take responsibility (for your achievements without being a braggart); and find ways to expand your role, make others look good and get some evangelists (what others say about you is more impactful than what you say about yourself). The bottom line is that average is over, Schawbel says. The antidote to average is to do one thing every day—add a skill, make a new contact, share an innovative idea with your colleagues—that will advance your visibility and career opportunities. Good advice for any age.

Miss Manners Minds Your Business

by Judith Martin and Nicholas Ivor Martin

September

W.W. Norton & Co.; \$25.95

Gentle reader, we feel we should forewarn you that although Ms. Manners uses this congenial and ladylike salutation, she is not a pushover. To the contrary, Ms. Manners does not shrink from voicing her disdain for business folk who shirk appropriate behavior and manners. Ms. Manners believes we are in etiquette chaos. And for that reason, with the help of her son, Nicholas, Ms. Manners, whose real name is Judith Martin, has written this book. In it, she takes on the general incivility, social missteps and faux pas of the business world and helps her gentle readers deal with attention-seeking co-workers, intrusive bosses, and other everyday office and work irritations. While we don’t advise referring to yourself in the third person, we can heartily recommend that you read and refer to Ms. Manners’ perceptive, charmingly crafted advice.



Upgrade

Taking Your Work and Life from Ordinary to Extraordinary

by Rana Florida

September

McGraw Hill Professional; \$27



For this book, Rana Florida, CEO of the Creative Class Group and a columnist for *The Huffington Post*, interviewed impressive friends, acquaintances and colleagues, including Daniel Pink, author of *To Sell is Human*; Zaha Hadid, an architect and one of *Forbes* magazine’s World’s 100 Most Powerful Women; John Noseworthy, M.D., CEO of the Mayo Clinic; chef Mario Batali; and singer Nelly Furtado. She asked them how they managed to “make things work so well.” From their answers, Florida gleaned seven key principles to leading fulfilled, successful lives: Envision your future, realize that your passion and creativity are keys to everything, protect your time, collaborate, take risks and embrace failure as a part of success. While much of the advice will take you down a familiar path, Florida presents the collective insights in an engaging way. “Whether you realize it or not, the majority of us are still riding through life in coach class,” she writes. This book will motivate you to get an *Upgrade*.