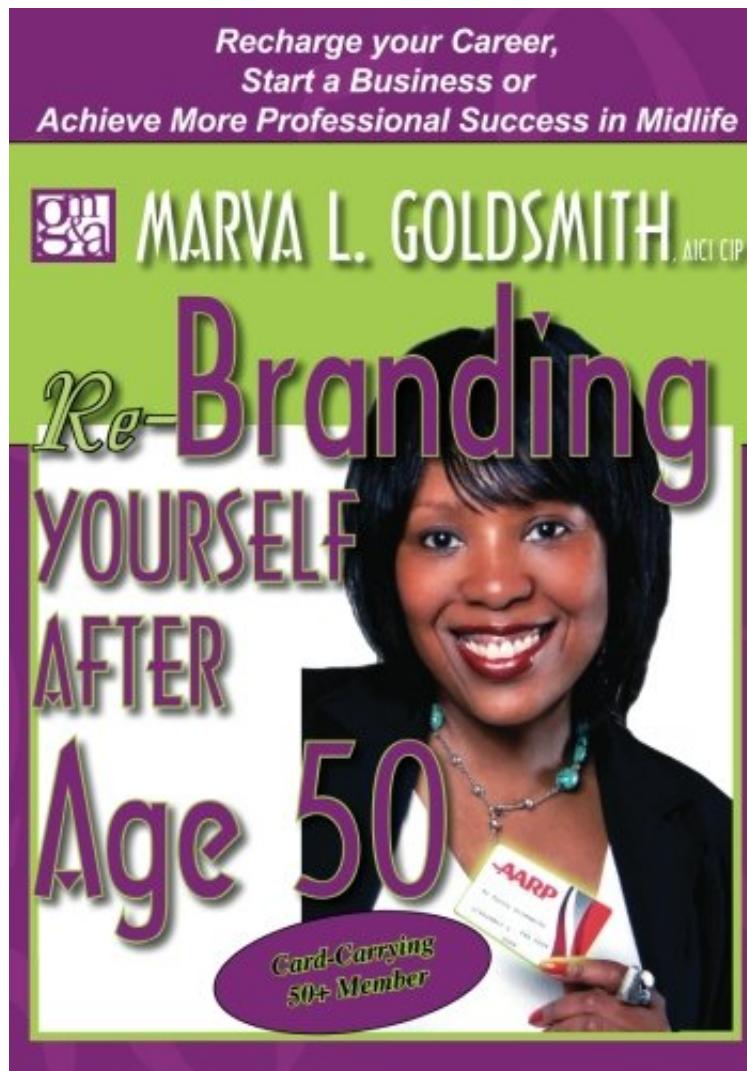


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Re-Branding Yourself after Age 50: Re-Charge your Career, Start a Business or Achieve More Professional Success in Midlife

Marva L Goldsmith

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10 of 10 people found the following review helpful. Great read for newbies to personal brand conceptBy Joy GatewoodI purchased this book after listening to Marva speak at the Northern Virginia's Women in Technology meeting. I had not previously thought of myself as a brand, nor was I particularly open to that concept. However, after Marva stepped through the rationale for why people are indeed brands I experienced an epiphany. People do indeed make judgements about others - whether we like that or not is rather not the point. What I took away from her book is that we should realize that we engender judgements by our appearance, online presence (Facebook, Twitter, LinkedIn, etc.), our actions, and attributes (cheerful, futuristic, dependable). And that whatever we can do to create positive impressions in these areas will be to our benefit. We are an asset, and it is up to us to manage that asset properly, which includes our brand. I also enjoyed the tone of the book. It is written from a down to earth perspective. The illustrations help the reader understand and also enjoy the material. Much of what is within this book will be quite new for many - it certainly was for me. With Marva as your guide, however, you will find this journey to new knowledge less daunting and much to your benefit.

Like precious metal, Baby Boomers have a wealth of knowledge, the indisputable asset of experience. *Re-Branding Yourself After Age 50: Re-Charge Your Career, Start a Business, or Achieve More Professional Success in Midlife* is a playful, yet powerful treatise on how to job seek and reinvent oneself midlife and midstream. As inspiring as it is thought provoking, Author Marva L. Goldsmith challenges readers that it is never too late to create the life you want. Your future is here; build it now. You are in charge of marketing the Brand called YOU! If you have been tasked with the challenge of starting over, this professional guide shows you how to define your target market and distinguish yourself in the marketplace. There is a strategy to reinvention; there is a strategy to fulfillment and how to best translate and transfer your skills. Here is the template. It's time to pick yourself up, dust yourself off, and get back in action!

About the Author Marva Goldsmith, a Certified Image Professional, knows the reinvention process well because she has lived it! From an electrical engineer, federal lobbyist and human resource strategist she reinvented her career to become a certified image professional, brand coach and national speaker. Her passion is to help Baby Boomers create a road map and understand the role that image management (appearance, behavior and communication) and personal branding the packaging of talents and signature traits into a marketable brand play in their reinvention journey. Proven Background. Real World Point of View. At the age of 42, Marva obtained a Masters degree in Public Administration with a concentration in Leadership from Harvard University. She then studied image management with Dominique Isbecque International, the London Image Institute and the Image Resource Group. She received additional leadership training through the Center for Creative Leadership and Georgetown University's Leadership Coaching Program. She studied personal branding with Peter Montoya Personal Branding University and William Arrudas Reach Program. Certified Image Professional. Marva is one of fewer than 150 consultants in the United States to be designated by the Association of Image Consultants International (AICI) as a Certified Image Professional. Marva is a certified personal brand strategist and a certified online identity coach. Professional Speaker. Author. Marva has worked with clients as diverse as Fortune 500 companies to incarcerated youth, always spreading the good news about image and personal branding. Speaking Engagements include: National AARP Life @ 50+ Conferences; National and Regional Society of Human Resource Management (SHRM) Conferences; National Training Officers Conferences, National Blacks in Government Conferences and National Training Program Federally Employed Womens Conferences.