

The power of reputation: strengthen the asset that will make or break your career

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Abstrak

We judge people in business the same way we judge those in our personal lives. We listen to what they say, watch how they behave, and take note of the results of their actions. Success is ultimately built on a foundation of character, communication, and trust. To accomplish our goals, people must believe in us. "The Power of Reputation" offers business people an action plan for creating the kind of reputation that generates trust, inspires confidence, and paves the way for lasting success. Readers will discover how to: identify and reinforce the values behind their reputation; earn respect by respecting others; engage people through constructive, open communication; and build strong connections by personalizing their approach to everything they do. Featuring interviews with distinguished business figures and containing instructive real-world examples, this book reveals how to leverage the remarkable power of a reputation rooted in authenticity.