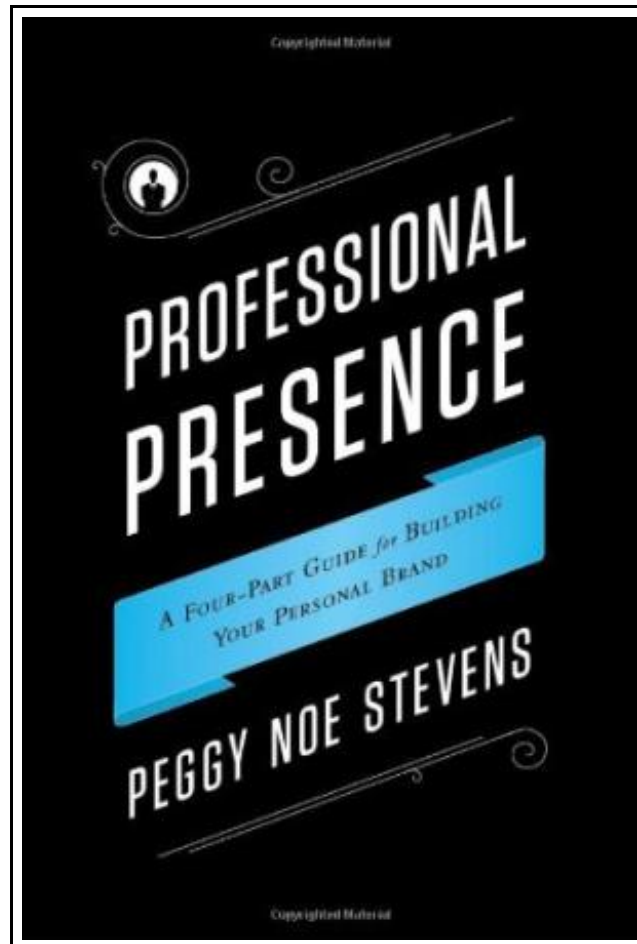


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Greenleaf Book Group LLC. Hardback. Book Condition: new. BRAND NEW, Professional Presence: A Four-Part Program for Building Your Personal Brand, Peggy Stevens, This title presents a four-step process to gain the soft skills necessary for professional success. Study after study has proven that soft skills which include professional presence are one of the biggest factors in professional success. Without them, it's hard to build critical relationships, develop a positive reputation, manage effectively and ensure your financial security. If you hope to move up in the business world, The Human Protocol can help. It delivers a step-by-step program to develop the social skills you need for career advancement. The four-part learning process focuses on business etiquette, personal brand development, professional presentation, and people skills. By following the exercises in the book, you can learn crucial behavioural strategies, from how to give a successful presentation to how to dress appropriately to how to align personal and professional goals. Imaginative case studies offer powerful thought lessons for applying these skills. Author Peggy Stevens runs a global image branding business, helping companies develop exceptional talent by teaching confidence, self-awareness, and professional presence. With her well-developed plan and the determination to learn critical soft skills, you'll soon find yourself on the path to building your personal brand.



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