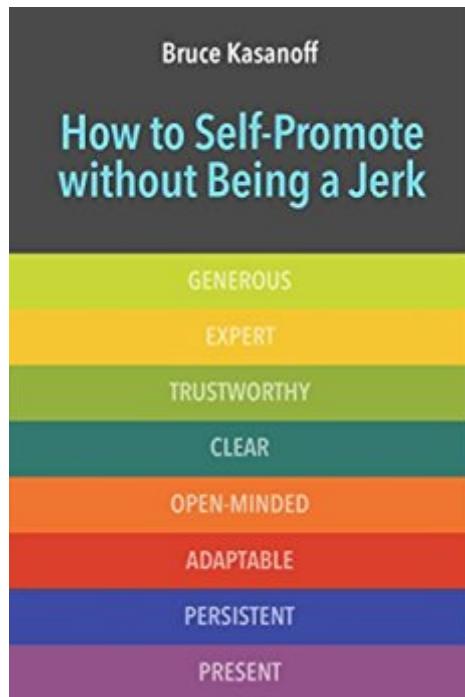


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# How To Self-Promote Without Being A Jerk



## Synopsis

Bruce Kasanoff's personal and career credo is "Be generous and expert, trustworthy and clear, open-minded and adaptable, persistent and present." This book is organized around these principles. The basic notion is: help others, and you will find success. But the book doesn't stop there. Kasanoff offers dozens of specific tips about when, why and how to do this. He writes about being clear and focused, not just in your interactions with others but also at the core of how you perceive the world. Kasanoff created his credo in 2012, lived by them for six months, then wrote an article about them. It received an enthusiastic response, so he created a little free guide anyone could download online; over 40,000 people downloaded that guide. He then expanded the guide into this book. Whether you are a CEO or a college student, whether you serve customers or design new products, you can benefit from Kasanoff's clear, compelling and actionable insights. Help others, and you will help yourself. Generous means to help others long before "and after" you need their help. Expert means to be very competent in one or more areas that others value. It also means that whenever you take on a new task, do your best. Trustworthy means to take ownership of your words and actions, and recognize that you live in a world in which they will increasingly be recorded, remembered, analyzed, and replayed. Clear means to know what you want and to be able to communicate it effectively. Open-minded means no matter how expert or successful you become, never stop listening and learning. Adaptable means to keep your options open, so that when the world surprises you, it won't be that surprising. Persistent means to keep trying, even when times are tough and you are tempted to quit. Present means that although you should learn from the past and be prepared for the future, you should pay close attention to the present moment as it unfolds - otherwise, you will miss a great deal.

## Book Information

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## Customer Reviews

The first thing I want to say about this book, is that every person graduating college should get a copy of this, along with a diploma. This is not just a guide about self-promotion, it is a lot more. It is a book about how to be successful, with the over-arching theme, that if you are a successful human being, you will be a success in business because those same traits carry over. Then it gives the proper advice about how to "self-promote." I believe what the book says because I have been living it and subscribe to all its principles. Everything in this book is spot on. It does not say "Be nice and great things will happen." It does tell you the discipline, hard work, mentality and value set that will make you a success in business, with people who are like minded. You will attract what you put out. Bruce tells you what short-cuts to avoid, and that is gold, because you will lose a lot of time, ground and reputation if you take those short-cuts (even if you are well-meaning). The book is pro-active and also a confirmation. It confirms high-road behaviors but you need to know how to harness your values to become successful. Success in business is not "if-then;" it is a strategic series of behaviors, manifesting in actions and habits. He really covers it all. If I had to subtitle it, I would call it "How to be a Mensch and ensure you will have business success from being that way." Of course, that's not a title, but it how I felt reading the book. For younger folks, it is a great road map. However, this book is also great for people already in the workforce! It will recalibrate you, remind you and refocus you, if you are already working.

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