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Lire des ebooks La Boîte à outils du Marketing de soi Stéphanie Moran & Nathalie Van Laethem PDF, ePub, mobi, Le marketing de soi ou self marketing est le marketing appliqué à la construction, au développement et à la valorisation de son image, de sa notoriété, de sa carrière, de sa recherche d'emploi. Il devient essentiel pour toute personne qui souhaite réaliser un projet professionnel qui lui tient à cœur et être reconnu dans son activité. Encore faut-il avoir identifié ses particularités, ses atouts, ses ressources et apprendre à les promouvoir. Ce livre développe les outils et démarches qui permettent de **comprendre les finesses de la démarche marketing pour les appliquer à soi-même** et ainsi trouver et occuper pleinement sa place, valoriser ses compétences en entreprise, réorienter sa carrière, chercher un nouvel emploi ou même créer une entreprise... **ou tout simplement mettre en avant ses atouts personnels au**

service de son parcours professionnel.

notoriété,

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