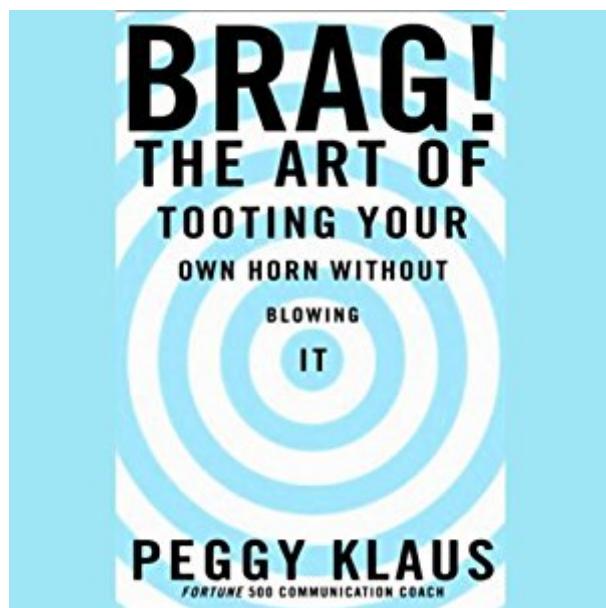


The book was found

Brag! The Art Of Tooting Your Own Horn Without Blowing It



Synopsis

The renowned communication expert's subtle but effective plan for selling your best asset - yourself - without turning off those you're trying to impress. --This text refers to the Paperback edition.

Book Information

Audible Audio Edition

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Customer Reviews

This book won't cure cancer, but it sure will overcome a lot of missed connections among people with valuable knowledge, experiences and talents who could be sharing them with one another. Ms. Klaus argues persuasively that most of us don't put our best foot forward, out of a desire not to seem like braggarts. In the process, we look worse than we really are . . . and no one really cares. Careers, relationships and opportunities languish as a result. Most people would like to present themselves better, and would concede that point. What's good about this book is that it is filled with practical advice for turning yourself into an interesting and relevant brief story for those you meet. The heart of the book is the Take 12 self-examination where you start developing what's potentially interesting and relevant about you to share with others. Then, there's lots of advice for how to customize that material into 30 second (for elevator conversations) to 3 minute (for selling or interview intros) versions that fit your audience at the moment. If you only read that section and did the exercises there, you would more than get your value from this book. The book begins with Ms. Klaus challenging myths about bragging (such as jobs being well done speaking for themselves, and good girls don't brag) by looking at actual experiences where the results of those myths were harmful for those who acted on them. Quickly, attention shifts in chapter 2 to "What So Good about You" and there's more there in the Take 12 than you probably appreciate now.

Brag! was recommended to me highly... three different times. The third recommendation was because the book was on the "must read" list of a class I was taking on marketing. I finally bought the paperback version of the book since I was unable to find it at the local library. I ho-hummed as I opened the book thinking it would be yet another inspirational speaker writing a book bragging about her success and that everyone else should be inspired. Inspirational speakers have never been that inspirational to me - probably because their "inspiration" lasts as long as it takes for me to get back to my car (usually at the top level of the parking lot furthest away from the auditorium). Once I'm behind the wheel of my car I am thrust back into my own world wondering what just happened. Hadn't I felt great just a few moments before? Wasn't I ready to go get 'em? Wasn't I determined to get going and make a success of my business? I read the first paragraph of the Introduction of Brag! and Peggy Klaus had me hooked. Wait a minute. I know she was talking about her own background in her narrative, but it sounded as if she was talking about me! She speaks of her father telling her as a child, "...don't toot your own horn; if you do a good job people will notice you." My parents and Sunday School teachers said that all the time, too, and more. "Bragging is a big no-no." "The Bible says that modesty is a virtue." No wonder I never really liked inspirational speakers. They come off as giant braggarts. According to Peggy Klaus, they're not doing it right. Countless phrases of virtue and avoidance of being obnoxious and self-aggrandizing hang in the back of my head waiting to pounce as soon as someone asks me what I do.

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