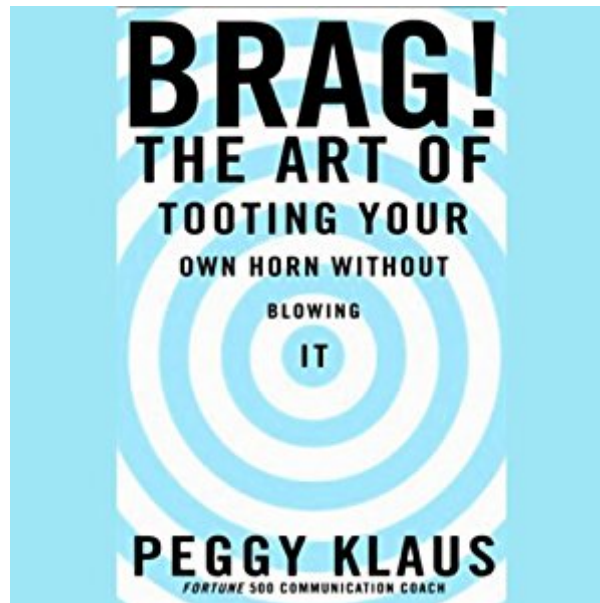




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Brag! The Art Of Tooting Your Own Horn Without Blowing It



Synopsis

It is well-documented that working hard isn't enough to keep your professional star rising: Self-promotion is recognised as one of the most important attributes for getting ahead. But learning to share your talents and successes without coming across as smug or rehearsed is a tricky skill. Now, Peggy Klaus, top communication and leadership coach, has developed a program that will teach anyone to brag - and get away with it. Filled with practical examples of ways in which people in various work-life stages can promote themselves, Klaus teaches readers to communicate strengths and accomplishments without appearing too opportunistic, eager, egotistical or self-aggrandising. Now anyone can communicate with style and substance - in any situation - and walk away shining like the star they are! --This text refers to an out of print or unavailable edition of this title.

Book Information

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Customer Reviews

The 5-star reviews here mystify me. I found Peggy Klaus's book "Brag!" to be borderline unreadable and completely unhelpful. It had a great title/subtitle and stellar reviews, so I figured this would be the book to help overcome my natural reluctance to tout my own achievements. Instead we have a supposed "communications expert" -- who readily admits that she feels like a fraud because she's not really a communications expert -- giving us commonsense advice that can be distilled into about five sentences. For example, the "12 Tooting Tips for Bragging" she ends the book with look like something anyone would come up with in 10 minutes when tasked with creating such a list: "Have a sense of humor" and "Use it all: your eyes, ears, head and heart" and "Know when to toot" and

"Think about to whom you are tooting." OK...The rest of the book is similar: full of trite observations and sweeping generalizations that sound like they were written by someone with not much corporate experience. Like "People on all rungs of the corporate ladder -- from entry level to middle manager, from heads of divisions to heads of companies, from Silicon Valley to Wall Street -- had a hard time talking about themselves." Heads of Silicon Valley and Wall Street companies have a hard time talking about themselves? If you find that sentence credible, then buy this book, because there are lots of others like it in here. Don't brag too much, but let people know your accomplishments when it matters, and tell it in a quick story they'll remember. That's what this book takes 200 pages to say. I've never seen such an obviously bad book get such high ratings on .

This book literally changed my career. If you're not actually too shy to speak up for your accomplishments, it can at least help you frame your kudos in an easy-to-say, happy-to-hear way. I've used this book to uncover additional accomplishments that I might've otherwise discounted, devalued, or assumed someone wouldn't consider. I now understand what my honest accomplishments are, truly understand why they matter, and explain that in the right way at the right time to elucidate my personal and professional highlights. Many people, especially women, don't express their value --I've shared this with friends who need to show their wins to the world.

I did not like this book. It provided very little information and the author seemed to spend most of the time bragging about how she promotes herself or telling how people did not effectively toot their own horn and very little time providing ways to more effectively toot your own horn.

I love this book! I have ordered several of these for my staff (and family members!). Everyone who has read it has promoted--including me. Obviously getting the job and/or promoting is not a guarantee--the reader has to take a lot of ownership. But this book prepares you to creatively, genuinely and succinctly say how amazing your are without sounding like a total jerk!

I wish I had read this book years ago at the beginning of my career. I plan to send it to my niece who just graduated from college. There are tons of relevant stories and good advice. In addition, the "Take12" Self-Evaluation is a great tool. Well written and easy to read!

The meat of the advice lies in the first few chapters. The rest of the book is mostly a collection of anecdotes. There is a fair chance though that some will apply to a situation you might have faced in

the past about which you could use some insight. Introverts beware: the author is a full blown extrovert who do not understand the way we work at all. Her best advice to introverts is "get over it". It's like telling someone with blue eyes to "get over it". Nonetheless, there is value in this book. Get it; it's a good deal.

Couldn't finish it - some interesting points for people who may not have thought about this

I borrowed this book from the library and decided I needed to permanently have it in my archives. I love that she has a lot of real life examples on when to use different "brag bites" based on whether you're talking to a stranger on a plane, an old friend from high school, a coworker, etc. She also has you go through an exercise where you answer questions on things you would be likely to brag about (things you're proud of, places you've traveled, hobbies, etc.). Great resource for the modest type that needs to sharpen their brag skills.

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