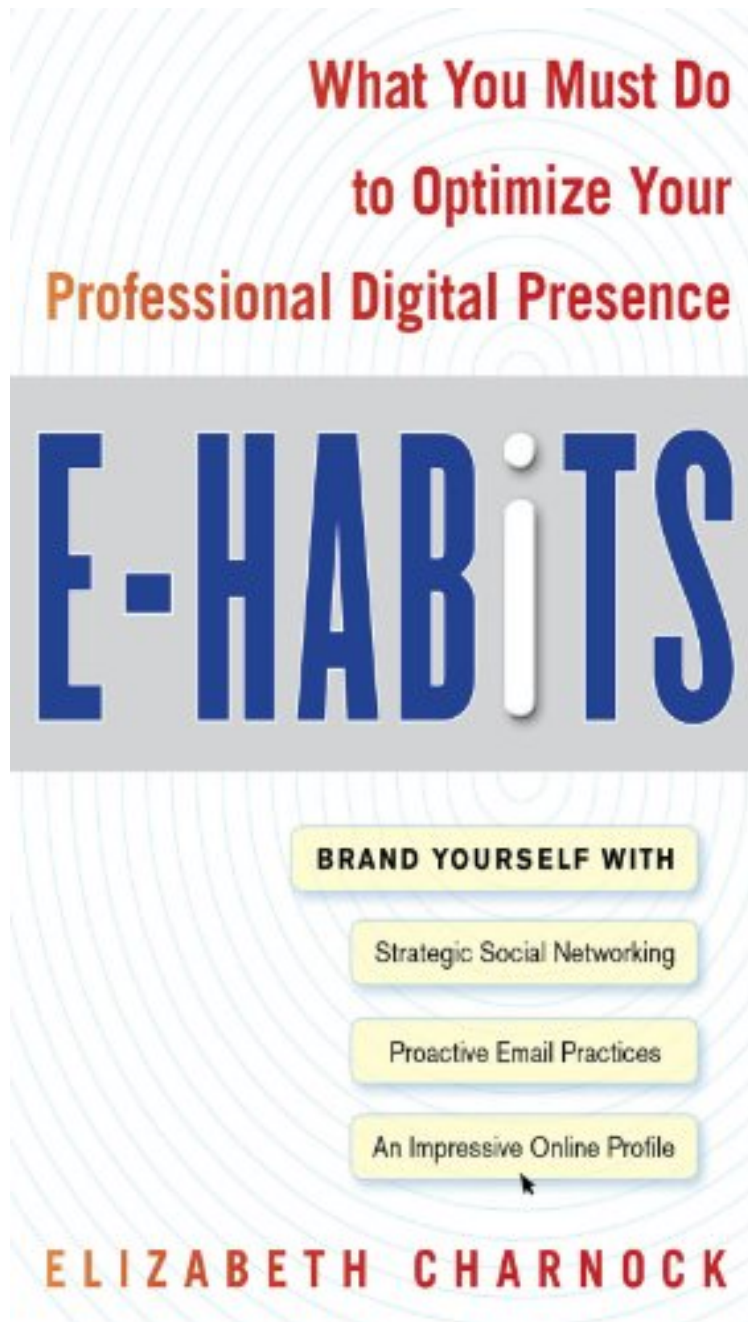


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E-Habits: What You Must Do to Optimize Your Professional Digital Presence (Business Skills and Development)

Elizabeth Charnock

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Elizabeth Charnock : E-Habits: What You Must Do to Optimize Your Professional Digital Presence (Business Skills and Development) before purchasing it in order to gauge whether or not it would be worth my time, and all praised E-Habits: What You Must Do to Optimize Your Professional Digital Presence (Business Skills and Development):

1 of 3 people found the following review helpful. Awfully researchedBy Codex RegiusFortunately, I got this from a public library and did not waste money on it. Just one excerpt shall suffice to show the awful quality of this book - page 74:"In the German-speaking world, 'correct', or region-neutral, German is usually considered Hoch Deutsch, or the German that is spoken in Berlin. All German speakers learn it, even if they use it only when speaking to those from regions or countries other than their own. By contrast, the German that is spoken just next door in Switzerland is headache-inducingly different. In the years following World War II when Germany was divided, a distinct East German dialect began to emerge."Errors evident to this native speaker of German just in that tiny passage:(1) "Correct" German is spelt "Hochdeutsch". Otherwise known to native English speakers as High German.(2) Berliners do not speak Hochdeutsch nor does any other German consider their dialect authoritative.(3) Switzerland is not next door from Berlin. It is about 900 road kilometres distant.(4) Austria does not seem to exist in this author's eyes or its mode of German did not induce enough headache.(4) There is no East German dialect. There is a range of dialects, with Saxonian being the most prominent among them. Saxonian German has been documented since the High Middle Ages, however, and was not a product of the German Democratic Republic.4 of 6 people found the following review helpful. E-Habits: What You Must Do to Optimize Your Professional Digital PresenceBy BertThe title gives a good clue about this book: E-Habits: What You Must Do to Optimize Your Professional Digital Presence.The author is all about "What you must do" to the degree that it comes off high and mighty. Found it off putting and not useful.Bert

What Does the Digital You Look Like? What you read bull; Where you shop bull; How you communicate with coworkers, friends, and strangers bull; Whom you interact with on social networking sites . . . these are just a few of the things that make up the Digital You. "The Digital You is a complex mosaic of habit, subconscious acts of both omission and commission, and premeditated presentations. It is how our peers and friends, bosses and family actually experience us, as ever more of our lives in the real world takes place in the digital one. The purpose of this book and the associated software . . . is to help you begin to experience your Digital You in the same way that everyone around you does." -- From e-Habits, by Elizabeth Charnock For the millions of people like us whose lives are increasingly lived online, E-Habits is the first-ever digital image makeover guide that empowers you to present yourself in the best possible light with every electronic action--whether on the Internet or within your own organization. Elizabeth Charnock, a pioneer in the field of digital evidence analytics, reveals what everyday activitiesmdash;looking for a job, applying for a loan, searching for romance, e-mailing coworkersmdash;tell others about us. By showing what you can do to assess and control the information about you that's "out there," Charnock outlines the steps you can take right now to ensure that the Digital You--the image of yourself that you present online--is the best representation of your values, your work, yourself. Learn the e-habits of highly effective people, such as: How to protect yourself at workmdash;the e-habits that can make you more productive and keep your career on track The most dangerous Digital You character traits to avoidmdash;and the best e-habits to adopt What successful people can teach us about using the Digital You to improve the Real You The first resource of its kind, E-Habits provides the knowledge and tools, including exclusive Digital Mirror Software, that you can start using right now to accurately and candidly evaluate what your online behaviors reveal about youmdash;and the steps you can take to maintain and improve your "digital identity integrity." Far more than a handbook about online smarts, E-Habits is the essential guide to personal brand management in the digital age.

About the AuthorElizabeth Charnock is the founder of Cataphora, a pioneering firm in the rapidly growing field of digital evidence analytics. A member of Fast Company magazine's "Fast 50" list of 50 movers and shakers "who are writing the history of the next 10 years," she holds a B.S. in theoretical mathematics from the University of Michigan and lives in the San Francisco Bay area.