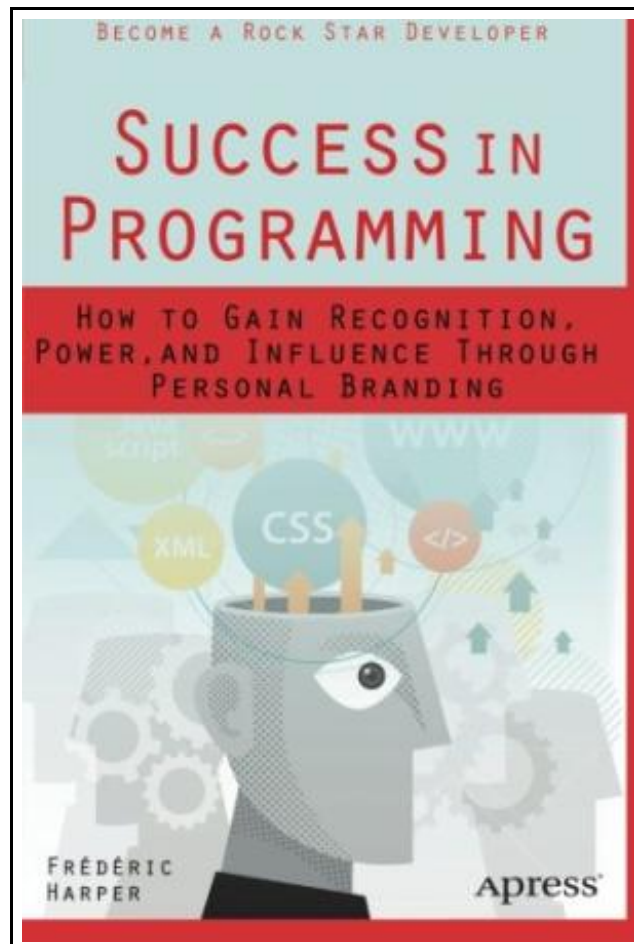# Success in Programming: How to Gain Recognition, Power, and Influence Through Personal Branding

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Reviews

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SUCCESS IN PROGRAMMING: HOW TO GAIN RECOGNITION, POWER, AND INFLUENCE THROUGH PERSONAL BRANDING

Springer-Verlag Berlin and Heidelberg GmbH Co. KG, Germany, 2014. Paperback. Book Condition: New. 2015 ed.. 226 x 152 mm. Language: English . Brand New Book. Why should you, a competent software developer or programmer, care about your own brand? After all, it s not like you re an actor or musician. In fact, as Success in Programming: How to Gain Recognition, Power, and Influence Through Personal Branding demonstrates in many ways, it s never been more important for you to think about yourself as a brand. Doing so will provide rocket fuel for your career. You ll find better jobs and become the go-to person in various situations. You ll become known for your expertise and leadership, and you ll find it easier to strike out on your own. People will seek out your advice and point of view. You ll get paid to speak, write, and consult. What s not to like about becoming a rock star developer? The good news--as Mozilla s senior technology evangelist, Frederic Harper, writes--is that it s never been easier to improve your skills, stand out, share more quickly, and grow your network. This book provides the tools you need to build your reputation and enhance your career, starting right now. You ll learn what personal branding is and why you should care about it. You ll also learn what the key themes of a good brand are and where to find the ingredients to build your own, unique brand. Most importantly, you ll understand how to work your magic to achieve your goals and dreams. You ll also learn: * How to use sites like StackOverflow and Github to build both your expertise and your reputation* How to promote your brand in a way that attracts better-paying jobs, consulting gigs, industry invitations, and...

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