

New Book Helps Professionals Effectively Market Themselves

***Marketing Your Career Handbook* shows professionals and business people how to use marketing methods to take their careers to the next level**

REDWOOD CITY, CA – February 19, 2008. L2M Associates, Inc. today announced the availability of the first handbook in the new Leverage2Market™ Series, entitled *Marketing Your Career: Positioning, Packaging, and Promoting Yourself for Success* (Woodside Business Press, January 2008).

Written by L2M President Linda J. Popky, the handbook assembles a collection of simple, succinct marketing methods and techniques to help professionals more effectively promote themselves and manage their own career development.

According to the author, it's not necessary to be a marketing expert to benefit from this book. "This book will help business professionals of all types learn how to better market themselves," Popky said. "Readers will learn why being good at what you do isn't enough to get you noticed and promoted, and why it's so important to develop your own personal brand and unique value proposition to differentiate you from others in the job market."

For Experienced Professionals or Newcomers

"This book is a splendid example of just how these practices can work to promote careers across functions and industries. It's an easy read, high energy, and full of tools that, used properly, can truly set you apart from your competition," said Carol Emerson, Vice President Career Management, Right Management, San Jose, CA.

"It's well-written, informative, and spot-on. I plan to use this to help market my own career," according to Susan Lee-Merrow, Principal, Lee-Merrow Marketing, and Program Advisor of San Francisco State University's Integrated Marketing Program, San Francisco, CA.

"I'd recommend this book to anyone looking for a job or looking to move up in their current job," said Karolo Aparicio, Development Director, [International Rivers](#), Berkeley, California.

Price and Availability

The handbook is available immediately for \$19.95 directly from Woodside Business Press, www.woodsidebusinesspress.com, or from Amazon.com. Volume discounts are available on quantity orders.

The Leverage2Market Series

The Leverage2Market Series will include handbooks focused on the key elements of L2M Associates' Leverage2Market Model™:

###

- **Products:** the goods or services being marketing
- **Programs:** the marketing initiatives being created and delivered
- **Processes:** the way initiatives are delivered
- **People:** those who deliver marketing initiatives
- **Positioning:** the key messages to be delivered in a marketing campaign.

About L2M Associates

L2M Associates is a strategic marketing company that helps clients improve their bottom line by more effectively leveraging their investment in marketing programs, processes, and people. L2M works with a wide range of organizations from startups and small businesses to Fortune 100 companies to use their existing marketing resources as effectively and efficiently as possible. For more information, visit www.L2Massociates.com or contact 650-281-4854.

About Woodside Business Press

Based in Redwood City, CA, Woodside Business Press is a specialty business press dedicated to publishing books on stimulating and thought-provoking business and marketing-related topics.

For more information, contact Woodside Business Press at www.woodsidebusinesspress.com.