

Critical thinking on careers and career management

[Business](#), [Management](#)



To the extent that we all need to brand ourselves as part of a career strategy, how do you plan to solve the branding and differentiation problem?

In order to take the most rational steps on one's career ladder, some preparation should be made. Undoubtedly, Alan A. Andolsen in his article 'Six Steps to Your Successful Career Path' provides readers with very useful pieces of advice which are most likely to lead a person to success when choosing a career. I personally absolutely agree with the fact that the only true way to great heights may be found after the appropriate self-assessment and defining your place in desirable career hierarchy. What is more, networking may serve one a perfect tool for differentiation of the most coveted job as well as opportunities to gain it. As for me, first I am planning to research the career chosen inside out and then decide whether it suits me perfectly. If yes, I will do my best to compose an exhaustive resume and cover letter which might be a great advertisement of a person. My next step will be having an interview where I can prove everything I have written in CV and introduce myself in the best manner. For me it is like the market, where at first you advertise a product and then try to sell it for the highest price, assuring the customer in its quality.