

Expertología

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We have really been left in the lurch. No one is going to take care of us now and we have to learn to find our own way in life. From now on, each and every one of us will have to design his own professional career. But this is not bad news, quite the opposite. It's time to take back control. And this must be done following a method. The trick is to create a situation where it is others who search you out, find you and call you. It's not a matter of learning to get through the selection process, but of skipping it. You can do this by positioning yourself as the BENCHMARK PROFESSIONAL, because the ultimate objective is to stand out, differentiate yourself, increase your worth so as to finally BE SELECTED.

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