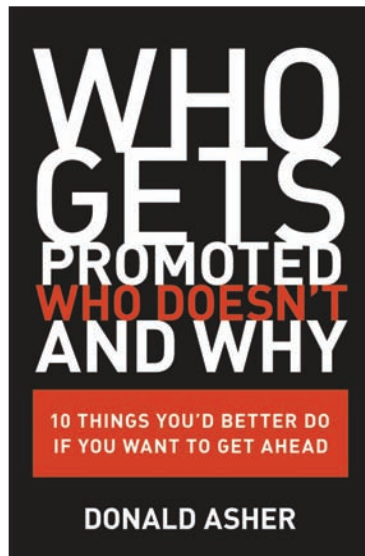


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WHO GETS PROMOTED **WHO DOESN'T** AND WHY

10 THINGS YOU'D BETTER DO
IF YOU WANT TO GET AHEAD

DONALD ASHER

“Timing is more important than talent,” says career guru Donald Asher. And that’s not the only shocking revelation in his new book *Who Gets Promoted, Who Doesn’t, and Why*. In fact, he says, “Just doing your job well might be the biggest career mistake you ever make. If you follow your passion and hope that success will follow, you could toil away underutilized and unrewarded for years.”

This slim, well-organized volume explains why even the best and brightest fail to get promoted if they don’t think strategically in terms of their careers. A premier career consultant, Asher uses more than twenty years of experience and research to unravel the myths, outline the patterns, and put winning strategies into action. He draws on expert advice from hundreds of HR managers and fast-track careerists to deliver the secrets to getting promoted straight from those who have used those secrets to achieve their success. Readers learn:

- ◆ How corporations *really* make promotion decisions
- ◆ How to avoid common career mistakes that most people don’t even know they’re making
- ◆ The most proven strategies for advancement, regardless of industry or experience

To a company, a promotion isn’t a reward for past performance; it’s an investment in the future, and here’s an opportunity to become that worthy investment. The book’s concise chapters reveal ten hard truths for career advancement, each supported by fascinating career stories from a variety of fields and industries. Brimming with unexpected advice like “Never be irreplaceable,” “Never use the word ‘mentor,’” and “Create your own luck,” *Who Gets Promoted, Who Doesn’t, and Why* packs a big punch in surprisingly few pages with an outstanding strategic plan for making a career enhancing impression. Matching intelligence with an irresistible wit and charm, this handy little book will open doors the next time opportunity knocks.

Donald Asher is one of America’s premier career consultants and a featured speaker at conferences and colleges coast to coast. He is a regular columnist for MSN Encarta and a contributing writer for the *Wall Street Journal’s* CareerJournal.com and CollegeJournal.com, as well as magazines and newspapers nationwide. Asher runs a career consulting service based in San Francisco, California, and is available for interviews.

Who Gets Promoted, Who Doesn’t, and Why
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