



Re-Branding Yourself after Age 50: Re-Charge your Career, Start a Business or Achieve More Professional Success in Midlife

Marva L Goldsmith

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Like precious metal, Baby Boomers have a wealth of knowledge, the indisputable asset of experience. Re-Branding Yourself After Age 50: Re-Charge Your Career, Start a Business, or Achieve More Professional Success in Midlife is a playful, yet powerful treatise on how to job seek and reinvent oneself midlife and midstream. As inspiring as it is thought provoking, Author Marva L. Goldsmith challenges readers that it is never too late to create the life you want. Your future is here; build it now. You are in charge of marketing the Brand called YOU! If you have been tasked with the challenge of starting over, this professional guide shows you how to define your target market and distinguish yourself in the marketplace. There is a strategy to reinvention; there is a strategy to fulfillment and how to best translate and transfer your skills. Here is the template. It's time to pick yourself up, dust yourself off, and get back in action!

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