



Self-Management and Self-Marketing: A strategic approach to employability skills development

Valeri Chukhlomin

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Students will learn how to use contemporary learning theories and fundamental management and marketing concepts to guide their self-and career development. The book describes learning activities aimed at developing, documenting, evaluating, peer-reviewing, presenting and improving students' practical self-management and self-marketing competencies and skills. The students will learn how to use e-portfolios, self-assessment tools, personal dashboards and social media tools to support their ongoing personal and professional development and develop effective strategies for self-improvement and self-promotion.

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