



# **Your Next Mission: A Personal Branding Guide for the Military-to-Civilian Transition.**

*Lida D. Citroen*

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Your Next Mission: A personal branding guide for the military-to-civilian transition, is a powerful new employment resource available for the millions of veterans currently or soon-to-be transitioned into the civilian sector. This book specifically addresses the gap in current tools available for the military-to-civilian transition challenge by providing a clear, compassionate, and compelling guide to building a unique personal brand, evaluating career options based on individual values, and providing clarity in the job search process for veterans. With interviews from key executives from America's leading companies, transitioned veterans and veteran advocates, Your Next Mission provides insight, tools, confidence, and competitive advantage for the veterans' next chapter in their lives. Author Lida Citroën offers numerous exercises, examples and scenarios for veterans to learn to promote their value on social networking; through in person networking, image and body language; and in the development of their core messages, including their elevator pitch.

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