

BALTIMORE, MD, September 28, 2013 /**24-7PressRelease**/ -- On Saturday, October 5, 2013 at the Baltimore Convention Center, Dan Schawbel keynote speaker for the UNiCOMM 2013 Summit will host a book signing for his new book, Promote Yourself: The New Rules For Career Success. Dan's book was released on Tuesday, September 3, 2013. Promote Yourself is recognized as "the #1 Career book of the year" by the Chicago Tribune, #1 Business Book Seller at Barnes and Nobel and the #1 Non-fiction bestseller by The Denver Post.

How people perceive you at work has always been vital to a successful career. Now with the internet, social media, and the unrelenting hum of 24/7 business, the ability to brand and promote yourself is more crucial than ever. Schawbel shows readers how to navigate this new environment as an employee and lays out what managers are really looking for. Unveiling exclusive new research on the modern workplace, Schawbel breaks down the outdated mores of getting ahead and lays out a practical guide for building an outstanding career in an age of economic uncertainty and constant adaptation to new technologies. In addition, he sheds light on the disconnect between Gen Y and their managers, Promote Yourself also gives readers the most critical skill necessary today: an awareness of their unique strengths and how to differentiate themselves. "Promote Yourself is a very engaging and extremely thought provoking read. The topic is both timely and highly relevant and Dan sets the foundation with the facts and stories, distilled with both actionable and practical insights. I learned a lot from it and so will you!" said Brad Smith, CEO of Intuit.

For details or to register, visit the event website at: <http://www.unicommsummit.com>.

Learn more about Schawbel at <http://www.danschawbel.com> and <http://www.personalbrandingblog.com>. Learn more about DPN Group, LLC at <http://www.dpngroupllc.net>.

The UNiCOMM 2013 Summit is hosted by DPN Group, LLC, is a Baltimore-based communication management consulting firm focusing on diversity & inclusion in entrepreneurship and the workforce. Andrea Garris Jackson, President of DPN Group, LLC is the event founder and visionary for UNiCOMM 2013. The firm's clients include: Morgan State University, Wexford Properties, East Baltimore Development Inc, Forest City-New East Baltimore Partnership and JacksonLewis LLP.