

Download You Are A Brand How Smart People Brand Themselves For Business Success

You Are a Brand!: In Person and Online, How Smart People Brand Themselves For Business Success [Catherine Kaputa] on Amazon.com. *FREE* shipping on qualifying offers. Celebrity entertainers, star athletes, and corporate icons didn't accidentally wind up at the top-they branded their way there. Now youIf you want to distinguish yourself from the rest of every person on this planet and want to build a brand you this book will help build and make it shine. My only suggestion that if they added sources and websites to help you build your brand it would be better.If you're seeking new ways to get ahead in a very competitive business world, this book can teach you how to brand yourself as a success. -- Innovation, August-September 2008 If you're seeking new ways to get ahead in a very competitive business world, this book can tell you how to get yourself branded. -- getAbstract, September 2007In Person and Online, How Smart People Brand Themselves for Business Success Is a how-to and how-to-think book for anyone who wants to have a successful career, change careers or rebrand themselves. Best-selling author Tom Peters says, "Self-branding is not an option in today's insecure world of commerce, and You Are a Brand! is an excellent ...