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Building And Aligning A
**Authentic Personal
Branding A New
Blueprint For Building
And Aligning A**

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Branding A New Blueprint For
**Powerful Leadership
Brand**
Building And Aligning A
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*How do people like Oprah Winfrey
and the Dalai Lama create massive
audiences and globally
recognizable brands? The key is*

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authenticity – presenting a genuine version of yourself in person, on the stage, and across your entire online presence. But while that's easy to say, it's much harder to actually do. Written by Maggie Eyre, an internationally recognized expert in

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personal presence and leadership motivation, Being You will teach you everything you need to know about personal branding. Whether you are the leader of an organization or team, engaged in creative work, searching for a new career, giving

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an important speech or presentation, wanting to network more effectively, or lobbying for a public position, this book provides you with a complete toolkit to developing a confident personal brand – both face-to-face and

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*online. Illustrated with stories and
case studies from some of the
world's biggest personal brands,
Being You is practical, authoritative
and inspirational. It's your definitive
guide to personal branding in the
21st century.*

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The dissertation is partly based on my experience as a leader where I have learnt the necessary skills and attributes through various leadership courses I have attended. I was a leader for thirty years, starting my career from a position of

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*production technician to production
manager and from a sales
executive to sales manager and
general manager and, lately, as
CEO of a listed company. I have
also learned a lot from management
gurus like Stephan Covey, Dr.*

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Hubert Rampersad, Dr. Ken Keis,
Anthony Robins, John C. Maxwell,
Dr. Pat Williams, and others.

*How can you take your skills and
expertise and package and present
it to become a successful
consultant? There are proven time-*

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*tested principles, strategies, tactics
and best-practices the most
successful consultants use to start,
run and grow their consulting
business. Consulting Success
teaches you what they are. In this
book you'll learn: - How to position*

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*yourself as a leading expert and
authority in your marketplace -
Effective marketing and branding
materials that get the attention of
your ideal clients - Strategies to
increase your fees and earn more
with every project - The proposal*

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template that has generated millions of dollars in consulting engagements - How to develop a pipeline of business and attract ideal clients - Productivity secrets for consultants including how to get more done in one week than most

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*people do in a month - And much,
much more*

*Personal Branding for
Entrepreneurs provides quick-fire,
practical advice and real-life
examples and success stories to
help entrepreneurs build and market*

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their own personal brands. In today's fast-paced, interconnected world, you need to have a personal brand, apart from that of your company. If you haven't already got one, you need to start cultivating it into something of your choosing

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before it becomes defined by those around you. Learn what your personal brand is, why it's critical to your success as an entrepreneur and what you need to do to grow, maintain and nurture it. Donna Rachelson, a specialist in branding

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and marketing, and the author of three books, distils and shares her insights from years of experience in helping entrepreneurs grow and scale their businesses through the building of their authentic personal brands. Jam-packed with easily

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*digestible nuggets of information
and easy-to-apply actions, and with
contributions from seven other
entrepreneurs from different
industries and at different stages of
their personal branding journeys,
Personal Branding for*

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*Entrepreneurs is a must-have in any
entrepreneur's personal
development toolkit.*

Build Your Personal Brand

**AUTHENTIC PERSONAL
BRANDING**

An A-to-Z Guide to Personal

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*Building And Aligning A
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*Branding for Accelerating Your
Professional Success in the Age of
Digital Media*

*LinkedIn for Personal Branding
Personal Branding, Storytelling and
Beyond*

The Art and Science of Creating an

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Building Brand Authenticity

This book offers an advanced
breakthrough formula to build,
implement, maintain, and cultivate
an authentic, distinctive, relevant,
and memorable Personal Brand,

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which forms the key to enduring personal success. This new Personal Branding blueprint entails a systematic and integrated journey towards self-awareness, happiness, and enduring marketing success. If you are branded in this holistic way

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you will automatically attract
success and the people and
opportunities that are a perfect fit for
you. Hubert Rampersad has
introduced an advanced authentic
Personal Branding model and
practical related tools, that provide

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an excellent framework and
roadmap for building a strong
authentic Personal Brand, which is
in harmony with your dreams, life
purpose, values, genius, passion, and
with things what you love doing.

â€œHubert Rampersad has provided

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a sorely needed guidebook for
knowledge workers. He shows us all
how to build our own personal brand
â€œ and just as important â€œ how to
persuasively communicate this
brand to the worldâ€¦.I love his
focus on authenticity. â€¦My request

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to you, the reader, is “make this book part of your life. Don’t just read this book for its interesting content. Don’t be content with a few “aha” moments. Make it part of your life planning “and ultimately part of

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your life! If you do, you can become
a more integrated and successful
person – and better enable your
company to help you make a
positive difference in our world! –
-- From the Foreword by Marshall
Goldsmith. Author of What Got You

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Here Wonâ€™™t Get You There, a
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New York Times bestseller, Wall
Street Journal #1 business book and
the Harold Longman Award winner
for Best Business Book of the Year
for 2007. He is recognized by the
American Management Association

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as one of 50 great thinkers and leaders who have impacted the field of management over the past 80 years. â€œHubert Rampersad has a knack for preparing comprehensive frameworks for analyzing important issues. The four stage model that he

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suggests proposes an explicit way to turn a desired external identity into something concrete and actionable. It's a wonderful step by step approach to making out desired brand explicit. The mental models and their related investigative

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questions will help you know where
you are today so you can get to
where you want to be
tomorrow. This book offers an
architecture to turn these ideas into
action.â€” Dave Ulrich, Professor
of Business, University of Michigan,

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and Partner, The RBL Group. Co-
author of the bestselling book
Powerful Leadership Brand
â€œLeadership Brandâ€™ (Harvard
Business Press, 2007). He was
ranked as #1 management educator
and guru by Business Week, #2
among management thinkers by

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Executive Excellence, and listed by Forbes as one of the "œworld"™s top five business coaches.

In today's world, there is a permanent advantage to becoming known in your field. Those who are known get the customers, the better

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jobs, and the invitations to exclusive opportunities. But can anybody become known? In this path-finding book, author Mark Schaefer provides a step-by-step plan followed by the most successful people in diverse careers like

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banking, education, real estate,
construction, fashion, and more.

With amazing case studies, dozens
of exercises, and inspiring stories,
KNOWN is the first book its kind,
providing a path to personal
business success in the digital age.

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One of America's leading brand strategists shares her step-by-step program for creating an unforgettable identity in today's marketplace. Do you ever go to work and think to yourself "there must be more?" Or feel that your

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true talents and abilities aren't being utilized, or even recognized? Are you a freelancer or entrepreneur who isn't sure how to rise to the top in today's competitive environment? Wouldn't it be empowering to be able to work in a

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field you feel passionately about and
be successful and well paid? In

Make a Name for Yourself, Robin
Fischer Roffer shows you how to
develop a unique, personal brand
strategy for success by identifying
your extraordinary attributes,

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thinking about your values and passions, and by learning how to use them in today's marketplace. In short, you'll uncover a focused direction for your career that celebrates you. In the information age, brand marketing — the process

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by which a product creates an emotional connection with its audience and sets itself apart from the crowd — is more important than ever. Roffer knows that branding isn't just for big corporations or products like Nike, Coke, or Yahoo.

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She is not only a pioneer in this field, she has used brand marketing strategies to catapult her own career. In *Make a Name for Yourself* she shows you how you can brand your own unique traits and talents for career success and personal

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fulfillment. In a step-by-step program she covers: * Unearthing your authentic self to develop a brand that reflects your natural talents, abilities, and passions * Defining your long-term career goals and dreams * Adapting and

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selling your brand to your target
market * Identifying and

overcoming personal roadblocks *

Packaging yourself to reflect your
chosen brand image * Launching,

maintaining, and building your

brand Inspiring case studies,

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analyses of well known brands, and thought-provoking exercises will help you create all the essential brand elements. And unlike other career advisors who simply push networking or other external tools, Roffer also offers methods for

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working on your inner self to overcome fears and decipher realities. Make a Name for Yourself is for anyone starting out in the workforce, beginning their own business, changing careers, or trying to make it in the corporate world.

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A game-changing framework for self-discovery, personal branding, marketing and online authority building by notable personal brander and online business builder Rachel Gogos. Whether you're an entrepreneur starting a business, an

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author, coach, small or medium-sized business owner looking to build your brand, or a marketer or innovator with a DIY spirit, "Build Your Personal Brand" will walk you through unearthing your essential self, connecting it to work you're

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proud of, and letting the world know who you are and what you have to offer. In this new guide, Rachel Gogos, Founder, and CEO of brandiD-a soulful personal branding and web development agency-unveils her SOULiD framework to

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help new and existing business owners take their brands from unknown to known. Walking through this personal branding framework will expand your self-awareness, help boost your confidence, and increase your clarity

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in communicating what you do,
whom you do it for, and why your
ideal customers need to work with
or buy from you. Whether you sell
your own intellectual property, a
product, or a service, this book will
show you how to shift how you

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present yourself online, and amplify it in a way that creates a thoughtful, honest connection with the people you should reach. In this easy-to-use guide, Gogos shares insight, research, exercises, and helpful examples that teach you: - The steps

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to identifying your voice - How to project your personal brand in a way that feels aligned with your personality- How to differentiate yourself from competitors in one-of-a-kind ways - Who your ideal customer is, and how to write their

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story- How to identify your product
and the market it can serve best-

Why setting and writing your goals
actually helps you reach them- How
your brand touchpoints can grow
your business- The step-by-step
approach to creating your marketing

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planGogos has worked with and taught hundreds of entrepreneurs, innovators and experts from all over the world through one-on-one services, workshops, and speaking engagements. If you want to build a business and serve others in a way

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that sets you apart from the crowd,
this workbook will guide you down
your chosen path. Visit
www.thebrandiD.com to learn more.
How to build your personal brand
and confidence
Eight Steps Every Woman Needs to

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Create a Personal Brand Strategy for
Success

How to Capture Hearts and Minds

Through the Power of Purpose

Authentic Personal Branding

Brand With Purpose

Be the CEO of Your Life : The

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Branding Formula for Standing Out

from the Crowd

Authentic Leadership

Why do consumers pay a premium
for a Dell or Hewlett-Packard laptop,
when they could get a generic

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machine with similar features for a lower price? The answer lies in the power of branding. A brand is not just a logo. It is the image your company creates of itself, from your advertising look to your customer interaction style. It makes a promise

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for your business, and that promise becomes the sticking point for customer loyalty. And that loyalty and trust is why, so to speak, your laptops sell and your competitors' don't. Whatever your business is, whether it's large or small, global or

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local, Branding For Dummies gives you the nuts and bolts know-how to create, improve, or maintain a brand. This plain-English guide will help you brand everything from products to services to individuals. It gives you step-by-step advice on assembling a

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top-notch branding team, positioning your brand, handling advertising and promotion, avoiding blunders, and keeping your brand viable, visible, and healthy. You'll get familiar with branding essentials like: Defining your company's identity Developing

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logos and taglines Launching your
brand marketing plan Managing and
protecting your brand Fixing a
broken brand Making customers
loyal brand champions Filled with
easy-to-navigate icons, charts,
figures, top ten lists, and humor,

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Branding For Dummies is the straight-up, jargon-free resource for making your brand stand out from the pack—and for positioning your business to reap the ensuing rewards.

Your online presence matters more

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than ever in today's global workplace. Professionals are logging-in to LinkedIn in record numbers, so your profile needs to represent you in the best possible light before and after a meeting or interview.

LinkedIn For Personal Branding:

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The Ultimate Guide is the leading strategic guidebook that most uniquely connects personal branding to the LinkedIn platform. Long's book provides a comprehensive view of personal branding using LinkedIn's profile, content sharing,

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and thought leadership capabilities. Additionally, Long has assembled a useful set of "How To" advice links that are available on a companion website. The website provides many resource pages and links related to each chapter. LinkedIn for Personal

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Branding: The Ultimate Guide is the ONLY LinkedIn book available that will do all of this for the reader: - Provide an integrated personal branding and LinkedIn strategy needed for today's professionals - in a Full Color book. - Provide

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additional "how to" elements in a companion website so you can click over to see detailed instructions and keep updated. - Provide dozens of examples and case studies from real LinkedIn users. - Provide several "personas" and other prompts to

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help you write the best possible summary. LinkedIn For Personal Branding will help you to: - Select and prioritize the best personal brand attributes for you, your career and business. - Be considered for more strategic assignments and

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business opportunities. - Create an authentic, personal, and impressive profile that demonstrates expertise without appearing to brag. -

Consider all the ways you can demonstrate your personal brand -both offline and online- and how

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they work together. - Be found online
> increase the likelihood of being
contacted by recruiters and sales
prospects. - Select the most
memorable words, images, skills,
and links. - Learn best practices for
each profile section (and also see

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real examples). - Write the most strategic and impactful headline and summary. - Give and receive more endorsements and recommendations. - Become a thought leader. - Find and Share content with your network . - Blog

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using the LinkedIn Publisher functionality. - Leverage LinkedIn Groups and Company pages. - Measure your progress. - And much more. This book is perfect for anyone interested in developing their personal brand using LinkedIn to

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propel their career or business
opportunities.
Powerful Leadership Brand

What made you pick up this book?
Perhaps you're wondering why your
brand should be gay. Or maybe the
pink covered book jacket grabbed
your attention? Did the idea of

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uncovering the art and science of creating an authentic brand pique your curiosity? Maybe it's all of the above. Whatever the case, the book made enough of an impression that you picked it up and are now reading these words. What this moment

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demonstrates is the idea behind what an authentic brand is all about--owning a perception in the marketplace that compels people to take action. In Your Brand Should be Gay (Even if You're Not), Re Perez--seasoned Brand Strategist,

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keynote speaker, CEO and founder of Branding For The People--uses real-life case studies and behind-the-scenes stories to challenge your understanding of branding, demonstrate the transformational impact of authentic brands, and

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share his proven branding process that has helped his clients shift from unknown to celebrity-like status. Pre-revenue to multi-millionaire.

Ashamed to proud. Outdated to cutting-edge. And, embarrassingly inauthentic to courageously

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authentic both in life and in business.

The indispensable guide to
Powerful Leadership Brand
developing a personal brand,
building an audience, and nurturing
followers, by digital marketing
thought-leader Cynthia Johnson. In
the modern world, influence is

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everything and personal branding equals influence. Platform is the why-to, how-to handbook by top expert Cynthia Johnson for everyone who wants to develop and manage a personal brand. In Platform, Johnson explains the process of

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going from unknown to influencer by achieving personal proof, social proof, recognition, and association. Johnson herself went from an on-staff social media manager to social media influencer, entrepreneur, and marketing thought-leader in just

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three years using her process of accelerated brand development, continuous brand management, and strategic growth. Fans of #GirlBoss and #AskGaryVee, who wonder how their favorite influencers found their voices and built their audiences, will

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find the answers here and discover
that the process is technical,
creative, tactical, and much easier
than they might have expected.

Find Your Passion, Stay True to
Your Story, and Accelerate Your
Career

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Fast-Start Your Career with the
Power of Personal Branding
Brand You! Reinvent Yourself,
Redefine Your Future: A 5-Step
Guide to Building Your Personal
Brand

Gender, Social Media, and

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Aspirational Work
Career Distinction
Powerful Leadership Brand

How to Capture Each Customer's
Mind, Heart and Soul

Branding For Dummies

The fun way to create and maintain
personal branding Distinguishing

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yourself from the competition is important in any facet of business. Creating a clear and concise image, reputation, and status in the professional world provides an edge, whether searching for a first job, exploring a change in career, or looking to be more viable and

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successful in your current career. Personal Branding For Dummies is a guide through the steps of creating and maintaining a personal trademark by equating self-impression with other people's perception. Personal Branding For Dummies covers everything you

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need to create your personal branding, including: using different organizations and associations to increase visibility and exposure to both clients and competitors; making the most of networking; tapping into Social Media outlets like Facebook, Twitter, and LinkedIn

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to showcase a personal brand;
building a persona through
websites and blogging; evaluating
personal style and appearance;
using conversation, negotiation,
and sales techniques best suited to
a personal brand; monitoring your
brand reputation and successfully

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implementing feedback as it grows and develops, and more. Tips on utilizing Social Media to showcase your personal brand How personal branding can help advance your career Guidance on creating a clear and concise image With the hands-on, friendly help of Personal

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Branding For Dummies, you'll establish a professional presence and personal "brand" identity to keep yourself distinguished in the business world.>

Build your confidence, increase your value, and make a lasting impact—a brand authenticity expert

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shares her most powerful secrets. Everyone in marketing is talking "authenticity." Which means making a personal or professional brand should be simpler than ever, right? What could be easier than "being yourself?" Simple? Sure. But easy? Not so much. Why?

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Because authenticity is unfiltered, unapologetic, and honest.

Authenticity owns its imperfections and takes responsibility for mistakes. It shows up on the good and bad days. In short, authenticity feels scary. No wonder we try to brand ourselves as someone else

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we think will be more appealing than our real selves. Jessica Zweig founded the SimplyBe. agency to revolutionize an authenticity-first approach to branding. With *Be: A No-Bullsh*t Guide to Increasing Your Self Worth and Net Worth by Simply Being Yourself*, she shares

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her most powerful secrets for building authenticity, service, and real connection into your winning brand. "I'm opening up the freakin' vault to SimplyBe.'s best-in-class, trademarked methodologies, tools, and frameworks for clearing away everything that's keeping the real

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you from shining through," she says, including: Branding Reinvented—Forget the hacks and tricks, it's time to learn what personal branding is really about. Embracing Your Sh*t—All that stuff you think you need to hide? That's actually your most important

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resource! Your Vibe Attracts Your
Tribe—Learn to magnetize the
people who most want to support
you (and they're out there). Your
Personal Brand
Hologram®—SimplyBe.'s universal
framework can crystallize your
utterly unique brand platform. The

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Supernova™—Create winning content with the secret sauce of consistency and clarity. The Pinnacle Content Framework™—Take the stress out of strategy and find the most direct, effective path toward your goals. Getting Social Media Right—Stop chasing trends

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and learn the 10 sustainable, evergreen principles for online connection. Living Your Brand—Take your authentic personal brand where it matters most: offline and into your relationships, your workplace, and the way you show up in the world.

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“We are living at an inflection point,” says Jessica Zweig. “For any brand—business or personal—the game is no longer about eyeballs, but engagement. No longer about impressions, but impact. Content is no longer king, clarity is. Your best strategy?”

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Service and generosity. Your best solution? Authenticity." Here is a powerful guide for connecting with others, changing lives, and moving the world forward as only you can. As founder of one of the first branding firms in Los Angeles, California, HOW Creative, Howard

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A. Lim has been building Authentic Brands for more than two decades. His passion is in supporting and empowering businesses to transform products and services into rich brand experiences that motivate and inspire from the inside culture out. He has shepherded the

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brands of emerging and leading Fortune 100 companies such as DreamWorks, Mattel, Xerox, Fujitsu and Honda, influencing billions of dollars in clients' profits, brand value and equity.

Brands are everywhere. Branding is central to political campaigns and

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political protest movements; the alchemy of social media and self-branding creates overnight celebrities; the self-proclaimed "greening" of institutions and merchant goods is nearly universal. But while the practice of branding is typically understood as a tool of

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marketing, a method of attaching social meaning to a commodity as a way to make it more personally resonant with consumers, Sarah Banet-Weiser argues that in the contemporary era, brands are about culture as much as they are about economics. That, in fact, we live in a

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brand culture. Authentic™ maintains that branding has extended beyond a business model to become both reliant on, and reflective of, our most basic social and cultural relations. Further, these types of brand relationships have become cultural contexts for everyday

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living, individual identity, and personal relationships—what Banet-Weiser refers to as “brand cultures.” Distinct brand cultures, that at times overlap and compete with each other, are taken up in each chapter: the normalization of a feminized “self-brand” in social

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media, the brand culture of street art in urban spaces, religious brand cultures such as "New Age Spirituality" and "Prosperity Christianity," and the culture of green branding and "shopping for change." In a culture where graffiti artists loan their visions to both

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subway walls and department stores, buying a cup of “fair-trade” coffee is a political statement, and religion is mass-marketed on t-shirts, Banet-Weiser questions the distinction between what we understand as the “authentic” and branding practices. But brand

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cultures are also contradictory and potentially rife with unexpected possibilities, leading Authentic™ to articulate a politics of ambivalence, creating a lens through which we can see potential political possibilities within the new consumerism.

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Ten Exercises to Help You Get
Clear on the Story You Want to Tell
The Handbook for Building and
Unleashing Your Personal Brand in
the Digital Age
The Proven Guide to Start, Run and
Grow a Successful Consulting
Business

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Aligning Personal Governance with
Corporate Governance

The Definitive Guide to Soul-Based
Marketing

Digital You

Personal Balanced Scorecard

*Who are you and what do
you bring to the table? In*

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*a fiercely competitive job
market, the ability to
define your core
strengths, passions and
talents and leverage these
assets to your advantage
is the key to reaching*

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*your career goals and
achieving professional
success. The most
effective and potent way
to do this is to discover
your personal brand. Brand
YOU!: Reinvent Yourself,*

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*Redefine Your Future is
your blueprint for
building your personal
brand. In Brand YOU!, Hume
Johnson offers you a
5-step guide to help you:
- define the key variables*

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*that shape your image -
discover your unique value
- create a compelling
personal brand and, -
communicate your brand
offline and online with
confidence, clarity and*

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credibility. With engaging discussions and practical exercises and guidelines, Brand YOU! gives you the tools to reimagine your professional identity, position yourself as an

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*expert in your field and
build a career that is
based on your skills and
unique talents, and where
you show up as your
authentic self.*

Do you know who you want

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*to be as a leader? There's
a difference between a
boss and a leader. Many
managers aren't ready to
lead. Toxic cultures,
modeling bad behavior, and
being unclear about values*

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*all contribute to low
workplace engagement and
poor results. In Just Do
You, author Lisa King
takes you on a powerful
journey of self-
examination to discover*

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*the amazing and authentic
leader within. When you
know what matters and what
effective leadership means
to you, only then are you
ready to authentically
lead. In Just Do You,*

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*you'll find everything you
need to: Learn about the
power of branding and see
how your personal brand is
viewed today Discover your
True North and how your
brand intersects with what*

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*matters See how to lead
with authenticity and
build influence Gain the
tools to live, behave, and
share your unique brand
with the world Find your
unique purpose, which is*

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*key to happiness As you
seek to understand
yourself and your personal
brand, a leader will
emerge. The lessons and
exercises in Just Do You
will help open your mind*

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*to think differently about
leadership. You'll hear
stories from leaders who
share what matters most to
them and from followers
who share what leadership
qualities and behaviors*

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*resonate most. As a
result, you'll discover
that you have the power
and potential to lead
inside you. You can lead
with authenticity by
taking control of your*

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words and actions to ensure they're in alignment with what matters to you and is a clear reflection of your personal brand. Are you ready to become the kind

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*of leader you wish you
had? It doesn't matter
where you're starting
from. Because as a
developing leader, you
have the power: it's time
to make your mark, lead,*

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and Just Do You.
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The projection of
authenticity is one of the
key pillars of marketing.
Research reveals that
consumers seek
authenticity through the

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brands they choose. Based on extensive research with consumers and brand managers this book offers seven guiding principles for building brand authenticity.

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*You're not fake - and your
brand shouldn't be either.*

*In Brand With Purpose,
real-estate phenomenon and
LA media personality Ivan
Estrada recounts his
journey of growing up*

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*Latinx, queer, and working
class, and shares the
critical lessons about
personal growth and self-
discovery he learned along
the way - from his early
precocious entrepreneurial*

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endeavors as a seven-year-old, selling his drawings door-to-door for \$2, to his rise as the number-one broker and CPA in LA. A book for young entrepreneurs, creative

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*seekers, non-conformists,
and ambitious dreamers,
Brand With Purpose is
filled with tools and
expert advice on growing
your career and business,
with enlightening case*

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*studies and inspirational
wisdom from other
successful trailblazers.
Through guided self-
reflection, you'll reflect
and discover the very
essence of you, and then*

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*learn how to communicate
that to build a sense of
trust with your clients,
customers, or public. Just
as Estrada learned to
embrace his true self and
build a career as a highly*

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*respected expert and
entrepreneur, so, too,
will you discover how your
own experiences,
challenges, and obstacles
hold the key to creating a
timeless brand that builds*

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loyalty, influence, and
trust - a brand with
purpose.

How To Set-Up And
Marketing Your Personal
Brand: Tips For Building A
Personal Brand That Can

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*Boost Your Brand Awareness
Entrepreneurial Leadership
Brand Coaching for
Sustainable High
Performance
Your Brand Should Be Gay
(Even If You're Not)*

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*Building a Value-Based
Authentic Leadership Brand
The Road to Recognition
(Not) Getting Paid to Do
What You Love
Personal Branding for
Entrepreneurs*

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Ready to reap the rewards of recognition? You own a brand. Its name is your name. You need to take ownership of it and earn recognition as an expert in your field. There's no simple shortcut. But now there's a remarkably

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useful roadmap featuring: An A to Z guide packed with actionable advice for developing your personal brand and accelerating your professional success. 26 practical lessons to help you whether you're an entrepreneur, business leader,

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aspiring professional, creative,
marketer or second careerist

Insights from professionals who
are reaping the rewards of
recognition

The Personal Balanced Scorecard
(PBSC) is a journey into the inner

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self, where values, hopes, dreams and aspirations lie quietly waiting to be discovered. Taking the journey as an individual allows you to view your life objectively and authentically as a whole person and provides a roadmap of your

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dreams and aspirations translated into manageable and measurable milestones. As a part of the Total Performance Scorecard (TPS) process which I introduced in 2003 in Total Performance Scorecard: Redefining Management to

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Achieve Performance with Integrity, and which has been translated into more than 20 languages, the Personal Balanced Scorecard can also be an effective way for managers to coach others to achieve integrity and alignment

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between work and life. The benefit comes from changing individual behavior in order to drive organizational effectiveness, enhance performance, and increase self-awareness, personal responsibility and motivation.

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PBSC is an integral part of this organic and holistic Total Performance Scorecard process, which is an organizational and cultural change tool and a method for ongoing effectiveness. Its uniqueness lies in aligning and a

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combination of Personal and Organizational goals to result in Individual Performance Plans for each employee. The focus of this book is the PBSC portion, which comprises a search for self-knowledge, self-discovery and self-

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Personal branding is the ultimate professional tool that anyone can use--whether you run your own business or if you are trying to climb the corporate ladder.

Learning how to brand yourself

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and leverage your brand effectively can mean the difference between getting mundane or low-value opportunities that undervalue your skills and strengths and getting high-value and aligned opportunities that value you and

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your talents. There are countless benefits that come from creating a personal brand and leveraging it for your success--including higher-quality opportunities, better pay, and a greater perceived value that earns you extra perks and bonuses.

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Although personal branding is a relatively new topic to share, it has already been around for generations. In reality, personal branding ultimately refers to the reputation that you have and how that reputation either works for you

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or otherwise. If you have a positive personal reputation, you can leverage it to establish authority in your industry and begin creating better opportunities for you to take advantage of. Smart people have been leveraging their professional

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and personal reputations for years as a way to increase their status and earn a greater living through their careers. These days, the entire face of personal branding has changed due to the inclusion of social media and online marketing.

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Before, your reputation was built through face-to-face interactions and word of mouth. Now, you can build an entire online platform that imprints who you are into the online space and allows you to share that reputation in a broader

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way so that you can get in front of more people who can open doors for you. If you are ready to begin leveraging your personal brand and generating personal success through your own efforts, Personal Branding: A Comprehensive

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Beginners Guide for 2020 is the ultimate book for you. Grab your copy today to start learning about personal branding! Things that you will learn include: What a personal brand is and why they are so valuable; How personal brands

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unlock the doors for greater opportunities; The 5 steps to building your own successful personal brand; The importance of being authentic in your personal brand; How you can market yourself; How to create products or

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services for you to sell; What it takes to make sales; How you can get your first clients; What you need to begin doing so that you can scale your personal brand; And more!

An illuminating investigation into a

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class of enterprising women
aspiring to "make it" in the social
media economy but often finding
only unpaid work Profound
transformations in our digital
society have brought many
enterprising women to social media

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platforms—from blogs to YouTube to Instagram—in hopes of channeling their talents into fulfilling careers. In this eye-opening book, Brooke Erin Duffy draws much-needed attention to the gap between the handful who find

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lucrative careers and the rest, whose “passion projects” amount to free work for corporate brands. Drawing on interviews and fieldwork, Duffy offers fascinating insights into the work and lives of fashion bloggers, beauty vloggers,

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and designers. She connects the activities of these women to larger shifts in unpaid and gendered labor, offering a lens through which to understand, anticipate, and critique broader transformations in the creative

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economy. At a moment when social media offer the rousing assurance that anyone can “make it”—and stand out among freelancers, temps, and gig workers—Duffy asks us all to consider the stakes of not getting paid to do what you love.

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Ten Steps Toward a New
Professional You

Personal Branding For Dummies

Personal Branding

Authentic Governance

Known

Authentic Branding

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Real Personal Branding in the
Virtual Age
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Engage on a deeper level by
disrupting the typical
business development script
Authentic Marketing offers a
forward-thinking approach to

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achieving an entirely new level of engagement with today's purpose-driven and skeptical audiences. The heart of this process involves finding the soul of your organization. When moral purpose becomes

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central to your organization, it can deliver benefits to both the bottom line and mankind: a profit meets purpose proposition. This path requires a reinvention of today's dated business model, abolishing

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the inefficient, siloed approach of developing a business strategy first and then later creating separate strategies for marketing, HR, manufacturing, R&D, etc. The new integrated model fuses a tight integration of

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business, technology
innovation and engagement
strategies, all of which are
bound together by a
company's moral purpose.
When moral purpose is
central to an organization's
core, everything branches

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out from a place of authenticity. Rather than a siloed CSR effort, you develop employee and customer relationships based on real—not curated—connections with a brand's moral mission. You

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build true engagement, trust
and evangelism. And, along
the way, your customers will
actually help to co-create
your brand. This book shows
you how to transform your
business by putting moral
purpose to work for your

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stakeholders and the planet.

Embrace a new model that
Powerful Leadership Brand

integrates business,
technology innovation, and
engagement strategies with
moral purpose as the glue
that binds them together
Learn the key steps to find

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your moral purpose Discover
how to engage audiences with
a transparent, authentic
marketing approach that
forges powerful connections
and builds trust. With a
world of options at their
fingertips, today's purpose-

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driven customers want a
brand they can identify with

and trust. Authentic

Marketing shows you how to
make your brand more human,
more likeable, more genuine
and guides you on how to
connect with audiences on a

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moral level. This process will build a new level of engagement that will benefit both your long-term value and the world.

Praise for Career

Distinction "Hands down, this book is the bible on

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branding for your career!"

-- Susan Britton Whitcomb,
author of Job Search Magic
"As a professional resume
writer and career coach, I
have extolled the concept of
personal branding for my
clients for years. Now, for

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the first time ever, I have
an outstanding resource to
recommend--Career
Distinction by William
Arruda and Kirsten Dixson.
This book details the
concept of personal branding
in a magnificent and easy-to-

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digest presentation that is
a must-buy for every serious
job seeker." -- Wendy S.

Enelow, CCM, MRW, JCTC, CPRW
Executive Director of the
Career Masters Institute

"Arruda and Dixson are
widely respected in the

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global career coaching
community as gurus who not
only teach but live the
personal branding model, and
their expertise and passion
show through on every page
of this practical,
indispensable book. I highly

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recommend it to all who want
to distinguish themselves
from the competition." -- L.

Michelle Tullier, PhD, Vice
President of Right
Management and author of The
Unofficial Guide to Landing
a Job

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Globalization and social media have made the world smaller, more connected and infinitely more competitive. The world has changed. Have you? If you don't have the package that will take you to the next level of your

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career, you need to reinvent
your personal brand.

BrandingPays(TM), a
practical guide to strategic
personal branding, will help
you refocus your skills and
experience so you are the
best candidate for the job,

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career and business opportunities that you desire. Perfect for professionals, entrepreneurs and college students, the step-by-step BrandingPays methodology has been proven in Fortune 500 companies and

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leading business schools.

Former Regis McKenna Inc.

Partner Karen Kang builds
upon concepts and techniques
from the legendary marketing
firm that created and
launched the Apple brand.

Studying in college or

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business school and wondering what it takes to land your dream job? Early in your career and wondering how to set yourself up for success? Feeling off-track after just a couple of years of working and wondering how

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to find an opportunity that fits you better? If you find yourself nodding to any of these questions, then this is the book for you. Brand New Start teaches you that a lot of success at the start of your career hinges on how

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well you understand,
articulate and present the
most important brand you can
work on. You. Combining the
wisdom and experience of a
CEO gained over two and a
half decades in the
corporate world with the

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accessible and engaging
storytelling of a
bestselling novelist, Brand
New Start is a unique book.
It will make you reflect,
smile, rethink some things
you've taken for granted,
and ultimately equip you

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with practical advice on how
to build a more authentic,
more compelling and more
differentiated personal
brand as a cornerstone of
your career success.

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Leadership Brand
Powerful An Authentic And Brand
Powerful Personal Brand
The Five-Step System to
Reinvent Your Personal Brand
Just Do You: Authenticity,
Leadership, and Your
Personal Brand

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The Brand Called You
Authentic Personal Brand
Coaching

Authentic Marketing

A fundamental paradigm shift
has occurred in marketing and
branding. Today the most

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successful CEOs, executives,
entrepreneurs and enterprises
set their sites on developing a
long-term platform instead of a
short-term strategy that
supports and builds buzz for
their personal or business

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brand. That's really the key to the new business mindset — the recognition that branding and marketing are an ongoing, steady stream of small efforts, not a series of gigantic pushes. Social media, blogging and

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other business development activities — both online and off — are about the persistent, ongoing process of building a platform, creating credibility and increasing the number of people that you funnel into your

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potential client and network pipeline. Converting those people into clients or fans may take a month, a year or two years, but the new mindset leads you to strategies that will keep that pipeline full. In short,

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you need to start a bunch of small fires to keep your brand burning hot. How can today's CEOs, executives and entrepreneurs keep these fires going and powerfully get their messages across, motivate

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others to action and be authentic — all while simultaneously shepherding initiatives from creation to implementation in high-demand markets? CEO, executive and team branding are key factors

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that enable effective leaders to achieve peak performance, gain greater influence in their industries and generate increased engagement within their companies. By creating a brand (business or personal) by

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design instead of default,
leaders and companies bring
their brand promise into every
interaction across the board. A
personal, team or business
brand is not just a single
statement or a clever quip but a

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multilayered, congruent
narrative told across multiple
channels — online and off —
within the organization and to
the business community at
large. The power is in knowing
how to tell the story. The book

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will introduce CEOs and
executives in Fortune 500
companies and entrepreneurs
in SMBs to the SMG Brand
Mapping Process©, a process
that will guide them in creating
personal, team and business

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brands that work in harmony
and parallel with each other.

The simple guide to managing
your personal brand, a vital
element of success in the
professional world Personal
Branding For Dummies, 2nd

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Edition, is your guide to creating and maintaining a personal trademark by equating self-impression with other people's perceptions. This updated edition includes new information on expanding your

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brand through social media,
online job boards, and
communities, using the tried
and true methods that are the
foundation of personal
branding. Marketing your skills
and personality, and showing

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the rest of the world who you are, gives you a competitive edge. Whether you're looking for your first job, considering changing careers, or just want to be more viable and successful in your current

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career, this guide provides the step-by-step information you need to develop your personal brand. Distinguishing yourself from the competition is important in any facet of business, and the rise of

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personal branding has evolved specifically to help candidates stand out from the global talent pool. Establishing a professional presence with a clear and concise image, reputation, and status is a must,

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whether you're a new grad or
an accomplished executive.

Personal marketing has never
been more important, and your
personal brand should
communicate the best you have
to offer. Personal Branding For

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Dummies, 2nd Edition, leads you step by step through the self-branding process. Includes information on how to know the "real" you Explains how to develop a target market positioning statement Helps

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you make plans for your
personal brand communications
Instructs you with ways to
make your mark on your brand
environment The book also
discusses continued brand
building, demonstrating your

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brand, and the 10 things that
can sink your brand. A personal
brand is more than just a
business card and a resume. It
should be exquisitely crafted to
capture exactly the image you
wish to project. Personal

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Branding For Dummies, 2nd
Edition provides the
information, tips, tricks, and
techniques you need to do it
right.

Today, almost every individual
is looking to have better

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visibility online. Many people are focusing on Personal Branding but still many others aren't aware of it. If you want to move ahead and grasp the best opportunities out there, you have no option but to hold a

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blue umbrella while others are busy holding the white ones. In this book, you will discover a clear cut pathway to creating success and doing it with style! Written in an irreverent, humorous tone, this book is

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sure to engage, entertain and
inspire readers to stop

dreaming about creating
success and start making it
happen! This engaging e-book
takes that advice and the
concept of 'life crafting' to

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another level. The author
doesn't just encourage you to
'think outside of the box', she
shows you how to tear it apart,
repurpose it into something
fabulous, stand on it and reach
for the stars. PLUS BONUS

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interviews with a variety of
incredibly inspiring
entrepreneurs who share their
advice about how to create
success! Get your copy today!
In this bestselling Introduction
to Personal Branding you will

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get a short crash course (the book should take less than an hour to read or listen to) on what personal branding is, how to take your first steps toward perfecting your personal brand, and you will learn some

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actionable tactics you can
employ immediately in order to
start becoming more
memorable within your career
niche and grow your
network. These actionable steps
include advice on how to take

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the perfect profile photo, how to think about your professional purpose, how to optimize your LinkedIn profile, how to optimize your social media presence for search engines like Google and Bing, how to

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craft a personal branding
statement, how to analyze your
competitors across social media
so you can make your brand
differentiate from theirs and
how to be social by
design. Personal Branding is the

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practice of defining your professional purpose and being able to articulate your experience and value to your target audience through digital media and social channels like blogs, Twitter, Facebook and

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LinkedIn. It is also a crucial discipline to help you get the most out of in-person events such as conferences and networking opportunities where the key to a successful outcome often lies in your personal

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brand standing out. Given the explosion in use of digital and social media over the past few years, the internet has presented professionals with a magnificent opportunity to help their expertise become more

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discoverable, sharable and
memorable through their

personal brands. Personal

Branding Benefits Your

Business by: * Establishing

Credibility & Thought

Leadership * Growing Your

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Network* Helping you Market
Yourself* Attracting New
Powerful Leadership Brand
Opportunities* Increasing
Sales* Helping You Reach Your
Business GoalsWho is this book
for?* CEOs, Executives, and
Business Owners who want to

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position themselves as industry
thought leaders and stand out
from the competition.* Any
professional or Academic who
wants to get ahead in their
careers and wants to
understand how to have their

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expertise and experience be
more discoverable.* HR &
Training Managers who want to
understand personal branding
to help train employees on
social media branding and
social selling.* PR Agencies &

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Exec Comms Managers who
need inspiration and training on
personal branding strategies
for their clients, CEOs, or
themselves. About Mel
Carson Mel Carson is Founder
of Delightful Communications

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and former Digital Marketing Evangelist at Microsoft. He speaks and writes about personal branding at conferences and for publications all over the world. He previously co-wrote

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Pioneers of Digital: Success
Stories from Leaders in
Advertising, Marketing, Search
and Social and has had his
wisdom featured in Forbes,
Fast Company, GQ, QZ.com,
USA Today and he regularly

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writes as a business columnist
for Entrepreneur.com. For more
on Mel Carson visit: <http://www.MelCarson.com>
<http://www.DelightfulCommunications.com>
Reviews: "Mel Carson is a gifted
storyteller." - Forbes "I wish that

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I had Mel Carson's guide when I had to re-invent myself several years ago."Jason Miller - Global Content Marketing Leader at LinkedIn"Mel distils and concentrates his branding advice to create a lean, efficient

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book that doesn't waste time getting to the good stuff. This is one of my new favorite instruction manuals for personal branding is a lightning-fast read full of practical advice to get you up and running."

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Megan Golden - The LinkedIn
Blog" This book is an absolute
must-read and not just for those
starting to build their own
brand. The book is also suitable
for those that already have a
brand because there are some

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elements you might not have
thought about." Bas Van Den

Beld - State of Digital"Mel
Carson is a gifted digital
storyteller who lives & breathes
our belief that all marketing
and PR should be social by

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design" Carolyn Everson, VP of
Powerful Leadership Brand
Global Marketing Solutions at
Facebook

The Way to Individual
Happiness, Personal Integrity,
and Organizational
Effectiveness

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A Comprehensive Beginners
Guide For 2020

Be: A No-Bullsh*t Guide to
Increasing Your Self Worth and
Net Worth by Simply Being
Yourself

Design, Build, and Accelerate

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Your Brand
Powerful Leadership Brand

Introduction to Personal

Branding

Platform

Branding Pays

When it is the work of two great
minds, the story only comes out

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to be fantabulous! The new book

- ""Personal Branding, Story
Powerful Leadership Brand

Telling and Beyond"" authored

by eminent authors and

successful professionals Dr. Amit

Nagpal and Dr. Prakash

Hindustani surely conveys the

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powerful message - 'Branding is only the journey and Bonding is the destination'. As you go through the book, you would understand the rationale of storytelling and becoming the architect of your own personal

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brand using the Social Media skills while you dwell into the positivity of authentic personal branding. And by the virtue of which you are sure to steer swiftly in your pathway which eventually takes you smoothly

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towards your destination. This book is a playbook for success using two of the most effective strategies in life and business. Each section provides a concise explanation of what you need to know and why. Tips are included

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so you can return to the text
when you need help.

A successful personal brand is
based on authenticity. In *Digital
You: Real Personal Branding in
the Virtual Age*, branding pioneer
William Arruda guides you to

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discover the questions that will help you uncover your brand and the methods to master delivering your unique brand value, both in person and virtually. Branding isn't about being famous, Arruda says; it's about being selectively

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famous.

Getting clear on the story you
want to tell is not an easy feat,
but it's an essential part of any
branding process - including
personal branding - and it's more
important than ever before in a

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world where the first impression you make might very well be online. It requires some soul searching, a lot of introspection, hard work and asking tough questions like who are you, what do you do and why do you do it.

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But the payoff is huge! When you're crystal clear on the story you want to tell you're on the road to a successful personal brand! It's also the place where most of us trip up. The purpose of the ten exercises in this

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workbook is to assist you in the process. Be forewarned this will not be easy. Some of the exercises may be more challenging than others. At times you may feel that you've already answered a question. That's

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done intentionally to help you really hone in on the essence of your brand story. But if you're willing to invest your time in the work, at the end you will have the information you need to get your personal brand story

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straight both online and offline. In order to take your career and your business where you want it to go, in order to get clear on what we like to call our "personal brand," in order to present yourself in a way that is authentic

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to you - online and offline - the first thing you need to do is get your story straight. This easy to follow workbook is your first step! There is no one else in the world like you. Your personal brand has been registered in your

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name and patented with your
persona even though there may
be hundreds of people carrying
the same name. Creating,
building, and developing your
personal brand is entirely in your
own hands. Conversely,

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destroying or diminishing your brand is also only in your own hands. Your brand is the essence of your own unique story. The key to this is reaching deep inside yourself and pulling out the authentic, the unique

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'you', from within your own self.
What we do with our own brand
name could be the difference
between being very successful
and not so successful. This is as
true for personal branding as it is
for business branding. The

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Brand Called You outlines how critical it is for each one of us to understand the power and vulnerabilities of our brand and invest wisely and consistently in our persona and our name. Remember, the only legacy you

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will leave behind in the world is
your name.

Make a Name for Yourself
Consulting Success
Stand Out by Building Your
Brand
Authentic TM

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The Politics of Ambivalence in a
Brand Culture

Getting Your Personal Brand
Story Straight

The Art and Science of Personal
Branding

This book offers an advanced

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*breakthrough formula to build,
implement, maintain, and
cultivate an authentic,
distinctive, relevant, and
memorable Personal and
Corporate Brand, which forms
the key to enduring personal*

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*and business success. The new
Personal Branding blueprint
entails a systematic and
integrated journey towards
self-awareness, happiness, and
enduring marketing success. If
you are branded in this holistic*

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*way you will automatically
attract success and the people
and opportunities that are a
perfect fit for you. Hubert
Rampersad has introduced an
advanced authentic Personal
Branding model and practical*

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*related tools, that provide an
excellent framework and
roadmap for building a strong
authentic Personal Brand,
which is in harmony with your
dreams, life purpose, values,
genius, passion, and with*

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things what you love doing.

*This new blueprint has been
proven in practice to produce
sustainable results, not only
for individuals but also for
companies. By aligning
employee's Personal Brand*

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with their Corporate Brand
you can realize the 'best fit'
between employee and
company, which creates a
highly engaged and happy
workforce.*

This book offers an advanced

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breakthrough formula to build, implement, and cultivate an authentic, distinctive, and memorable personal brand, which forms the key to enduring personal success. This new personal branding

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*blueprint entails a systematic
and integrated journey
towards self-awareness,
happiness, and enduring
marketing success. If you are
branded in this holistic way
you will automatically attract*

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*success and the people and
opportunities that are a
perfect fit for you. Dr. Hubert
Rampersad has introduced an
advanced authentic personal
branding model and practical
related tools, that provide an*

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*excellent framework and
roadmap for building a strong
authentic personal brand,
which is in harmony with your
dreams, life purpose, values,
genius, passion, and with
things what you love doing.*

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*This unique authentic personal
branding system will help you
to unlock your potential and
build a trusted image of
yourself that you want to
project in everything you do. It
also opens your view to new*

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ideas, possibilities and opportunities. It is combined with powerful tools to deliver peak performance and to create a stable basis for trustworthiness, credibility, and personal charisma. This

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*innovative methodology is
spiritual, measurable, holistic,
organic, authentic and
sustainable. It taps deeply into
self-awareness and helps
others to develop innovative
ways of doing business with*

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social media and to position themselves strongly in this individual age. It has been proven in practice to produce sustainable results, not only for individuals but also for organizations. It's neither

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*cosmetic nor cloudy, and
therefore clients are
experiencing concrete and
sustainable results within 2
months.*

*Over the past years, we have
heard and read plenty about*

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how executives should behave more responsibly in the light of corporate governance.

Despite all these efforts, many implementations of corporate governance provide no protection from potentially

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catastrophic ethical failures.

*This book emphasizes the
introduction of a new
corporate governance
blueprint for addressing these
concerns in a more authentic,
organic and holistic way. It is a*

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*roadmap toward a high-
performance ethical culture.*

*By way of this innovative
system, Dr. Hubert Rampersad
and Saleh Hussain, MBA, are
launching a revolutionary
concept that actively has*

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*human capital embedded in
corporate governance in a
manner that creates a stable
basis for the personnel's
trustworthiness, integrity, and
engagement and ethical
corporate excellence.*

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Featuring numerous case examples and practical tools and exercises, this book will help the reader learn to: Develop, implement, and cultivate authentic personal governance and corporate

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*governance effectively Create
conditions for sustainable
corporate governance Increase
their personal effectiveness
Develop their personal
integrity effectively and
become a better human being*

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Develop ethical personal
leadership Develop a highly
engaged workforce, based on
high ethical standards Create
a high-performance culture
and enhance the
competitiveness of their

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organization Create conditions
for an organizational climate
marked by self-guidance,
creativity, passion, and ethical
behavior Develop a culture in
which personal integrity and
business ethics is a way of life

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The Ultimate Guide
7 Habits of Iconic Brands
The Brand Mapping Strategy
Being You
Actions and insights to build
Brand YOU, the foundation of
your business

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