

You! Branding Yourself for Success



Do you feel as if your business or career has faltered? And, it has become impossible to land the promotions, opportunities and clients that you desire? It sounds like your personal brand needs a tune up. With globalization and the continuous evolution of technology, the marketplace and workplace is moving at a fast-pace and it is easy to get lost in the shuffle. Personal branding is no longer a buzz word, it has become essential. Now more than ever, visibility and value is vital to move you from the bottom of the pile to the leader of the pack. You! Branding Yourself For Success will provide you with the necessary tools to gain visibility and occupy a space in the mind of your target audience. In this book you will learn: What is the true definition of personal branding Why personal branding is essential for the employee and entrepreneur alike How to build a sustainable personal brand Your personal brand and social media And, much, much more!

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