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Be Your Own Brand: Achieve More of What You Want by Being More of Who You are (2nd Revised edition)

By David McNally, Karl D. Speak

Berrett-Koehler. Paperback. Book Condition: new. BRAND NEW, Be Your Own Brand: Achieve More of What You Want by Being More of Who You are (2nd Revised edition), David McNally, Karl D. Speak, In this second edition of their classic book on personal brand David McNally and Karl Speak show that developing a personal brand is not about constructing a contrived image. Rather, it is a process of discovering who you really are and what you aspire to be. The hallmark insight of this new edition is that the best way to establish a strong and memorable brand is to make a positive difference in the lives of others through making lasting impressions that build trusting relationships. McNally and Speak take you through the process of identifying the key components of your brand, conveying that brand to the world, checking how closely your brand aligns with important relationships in your life particularly your employer and assessing your progress along the way. This thoroughly revised and updated edition features new material on how to use social media to build a powerful personal brand and case studies of individuals whose personal brands have changed the world. Squarely delivers where other books have left off...



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