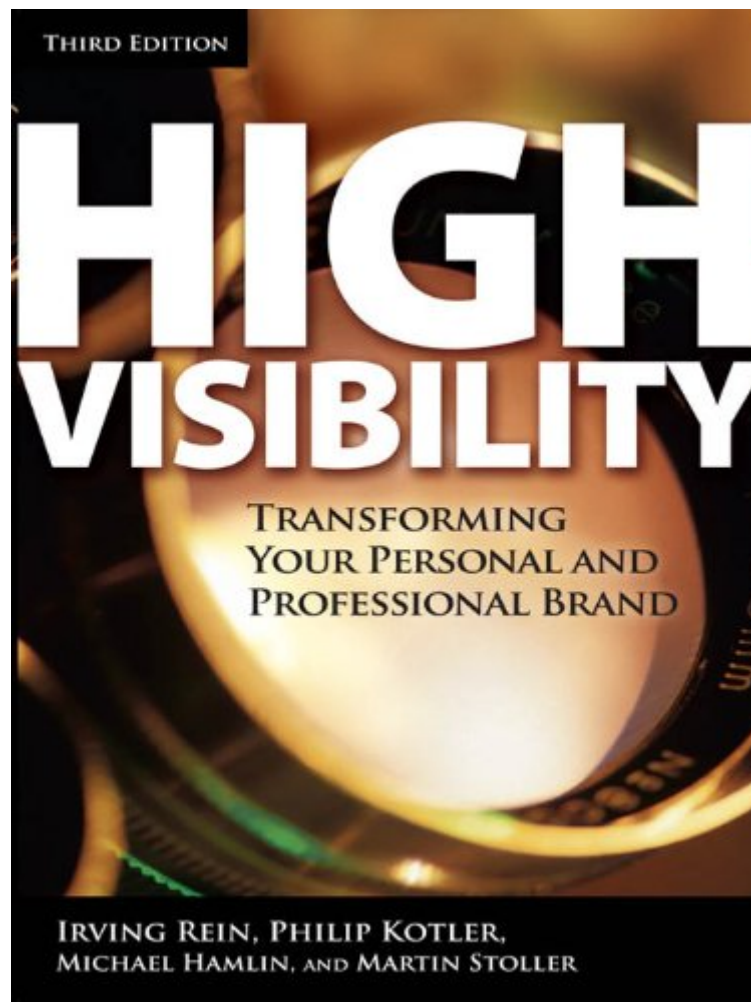


High Visibility, Third Edition: Transforming Your Personal and Professional Brand PDF



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High Visibility, Third Edition: Transforming Your Personal and Professional Brand by Irving Rein, Philip Kotler, Michael Hamlin, Martin Stoller ISBN B000JMKPDG

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The groundbreaking, critically acclaimed original edition of *High Visibility* established celebrity--the creating and managing of one's public persona--to be a critical factor in achieving personal and professional success and status. Now, in this new third edition, international communication expert Irving Rein, international marketing guru Philip Kotler, and coauthors Michael Hamlin and Martin Stoller show you how to achieve and benefit from high visibility--in any profession!

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Today, it's not just what you know or who you know--it's who knows you. *High Visibility* is the difference between being just a member of the crowd and becoming a highly recognized individual.

High Visibility, Third Edition: Transforming Your Personal and Professional Brand Review

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