



The Personal Branding Phenomenon: Realize Greater Influence, Explosive Income Growth and Rapid Career Advancement by Applying the Branding Techniques of Michael, Martha and Oprah. (Paperback)

By Peter Montoya

Createspace, United States, 2002. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.It s the new reality no one wants to concede - and it s the cold, hard reality behind success in the new millennium. From the schoolroom to the boardroom, everyone succeeds - or fails - by the rules of Personal Branding. Personal Branding isn t the product of ad agencies or corporations; it s a continuous process that s as old as society. A Personal Brand - the values, abilities, and personality traits people associate with each of us - affects our careers, our relationships. our lives. You have two choices: surrender to the process, or seize control of it. The Personal Branding Phenomenon is about taking control, whether you re an ambitious professional or entrepreneur. Instead of focusing on the right suit or business card, you ll take a high-level, clinical look at how and why Personal Branding works - and how to leverage it to your advantage. Along the way, you ll discover the Eight Unbreakable Laws, the core principles behind every great Personal Brand. By analyzing some of the world s greatest brands, from...



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