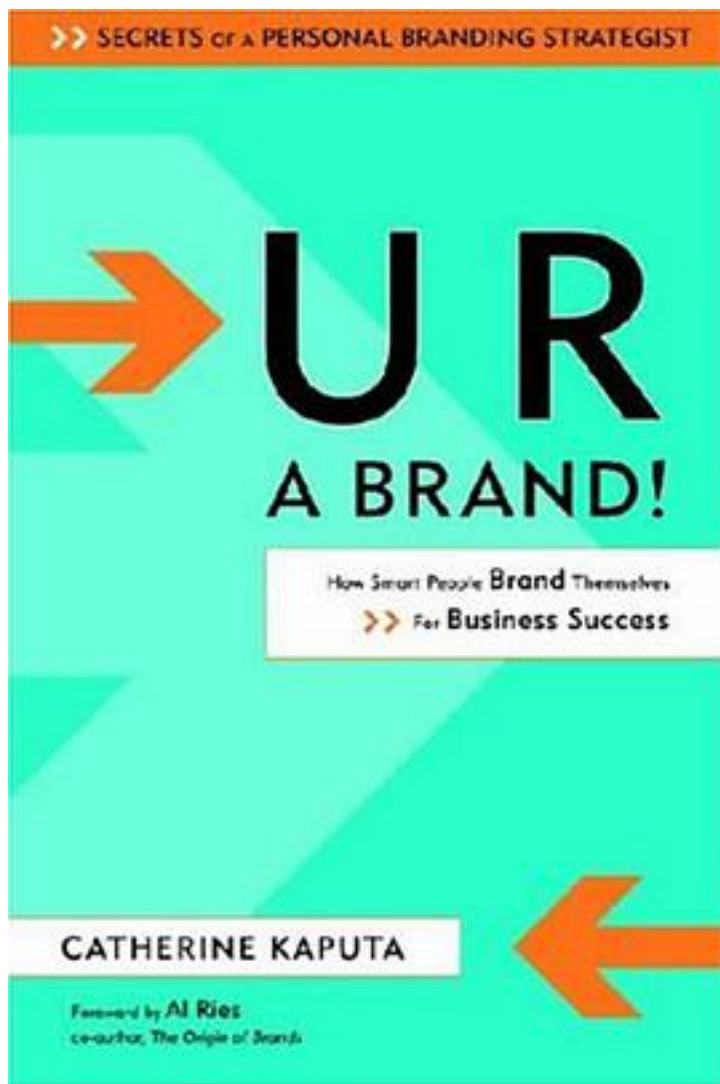


U R a Brand!



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Today's hottest business concept meets the realities of the modern workplace. U R a Brand! delivers 10 key personal brand strategies that aren't taught in business school--or anywhere else. Like a personal branding coach right by your side, Catherine Kaputa reveals the inside secrets of Madison Avenue product branding and applies these tried-and-true principles and techniques to a dynamic new strategic branding process for individuals. U R a Brand! highlights the self branding odysseys of savvy professionals who have repositioned their experience and talents in pursuit of the corner office and budding entrepreneurs launching their own business ventures--all from the personal brand strategist and executive coach who helped them achieve their success.

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