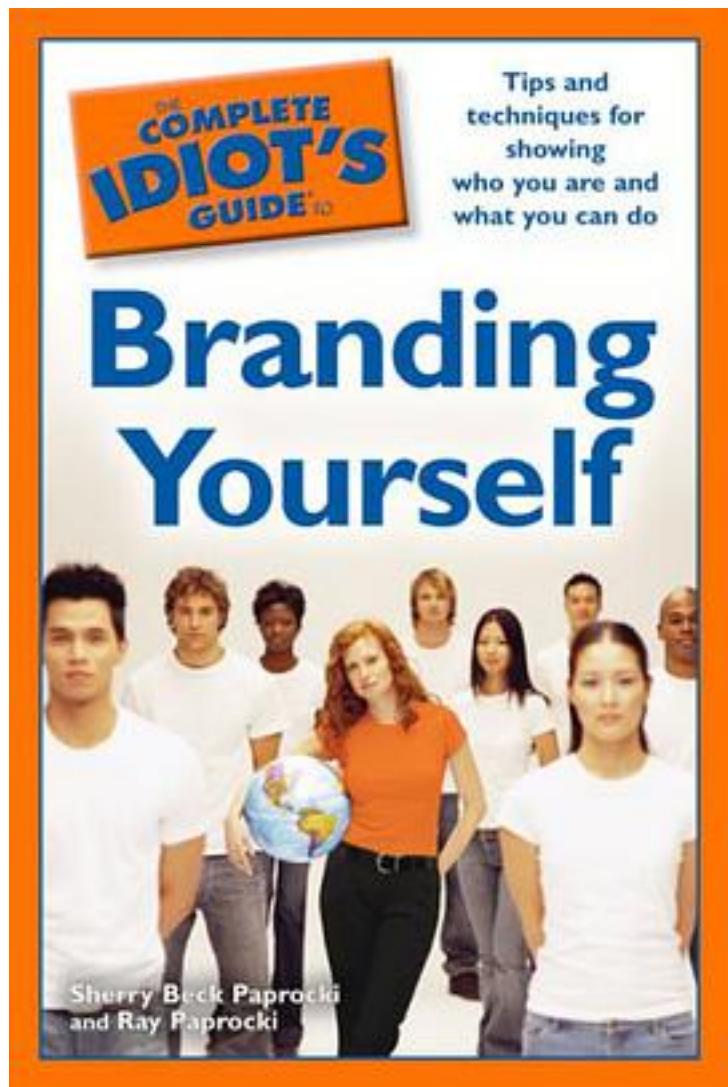


# The Complete Idiot's Guide to Branding Yourself



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A brand new look at a time-tested business practice.

Using powerful techniques refined in the heat of business competition, this book guides readers in defining and building a personal brand that is distinctive, relevant, and consistent. It includes:

- An in-depth understanding of the principles of successful brand building-in any context
- Practical tools to build and manage powerful relationships
- Strategies for aligning personal brand values with an employer's brand values, and making brand-building a successful endeavor for both
- Advanced techniques to continually refine your unique personal brand

作者介绍:

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