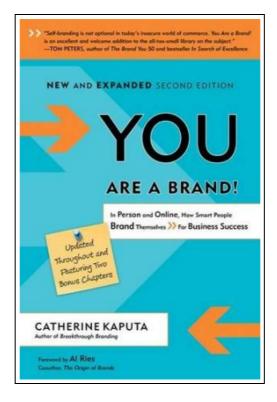
## You are a Brand!: In Person and Online, How Smart People Brand Themselves for Business Success (2nd Revised edition)



Filesize: 8.47 MB

### Reviews

It is straightforward in read through safer to recognize. It really is full of knowledge and wisdom I am just easily could get a satisfaction of reading a created pdf. (Mr. Sigrid Swaniawski PhD)

# YOU ARE A BRAND!: IN PERSON AND ONLINE, HOW SMART PEOPLE BRAND THEMSELVES FOR BUSINESS SUCCESS (2ND REVISED EDITION)



Nicholas Brealey Publishing. Paperback. Book Condition: new. BRAND NEW, You are a Brand!: In Person and Online, How Smart People Brand Themselves for Business Success (2nd Revised edition), Catherine Kaputa, Celebrity entertainers, star athletes, and corperate icons didn't accidentally wind up at the top - they branded their way there. Now you, too, can leverage the power of a personal brand, harness your potential and take charge of your career. Using strategies from the playbook of the Mad Men of Madison Avenue, advertising guru Catherine Kaputa serves as your personal branding coach in YOU ARE A BRAND! Kaputa has revamped her her 2007 award-winning classic to include new chapters on crafting your own 'elevator pitch' and leveraging the power of social media. This updated edition explores trategies and tactics to tap into the power of words, learn the principles of visual identity, think in terms of markets, and execute a self-brand action plan that is unique and memorable. Combining today's hottest business concepts with the realities of the modern workplace, YOU ARE A BRAND! highlights the self-branding odysseys of savvy professionals and budding entrepreneurs - Catherine Kaputa will coach you to take charge of your career through the one-of-a-kind brand that is YOU.

Read You are a Brand!: In Person and Online, How Smart People Brand Themselves for Business Success (2nd Revised edition) Online

Download PDF You are a Brand!: In Person and Online, How Smart People Brand Themselves for Business Success (2nd Revised edition)

### **Related Books**

_

Sarah's New World: The Mayflower Adventure 1620 (Sisters in Time Series 1) Barbour Publishing, Inc., 2004. Paperback. Book Condition: New. No Jacket. New paperback book copy of Sarah's New World: The Mayflower Adventure 1620 by Colleen L. Reece. Sisters in Time Series book 1. Christian stories for... Download ePub »

_

You Shouldn't Have to Say Goodbye: It's Hard Losing the Person You Love the Most Sourcebooks, Inc. Paperback / softback. Book Condition: new. BRAND NEW, You Shouldn't Have to Say Goodbye: It's Hard Losing the Person You Love the Most, Patricia Hermes, Thirteen-year-old Sarah Morrow doesn't think much of the... Download ePub »

_

Joey Green's Rainy Day Magic: 1258 Fun, Simple Projects to Do with Kids Using Brand-name Products Fair Winds Press, 2006. Paperback. Book Condition: New. Brand new books and maps available immediately from a reputable and well rated UK bookseller - not sent from the USA; despatched promptly and reliably worldwide by... Download ePub »

#### Your Planet Needs You!: A Kid's Guide to Going Green

Macmillan Children's Books, 2009. Paperback. Book Condition: New. Rapidly dispatched worldwide from our clean, automated UK warehouse within 1-2 working days. Download ePub >>

A Kindergarten Manual for Jewish Religious Schools; Teacher s Text Book for Use in School and Home Rarebooksclub.com, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This historic book may have numerous typos and missing text. Purchasers can download... Download ePub »