



Brand You: The Art of Packaging and Marketing You or Your Business to the Market

By Bethany A Williams

Bethany A Williams. Paperback. Book Condition: New. Paperback. 134 pages. Dimensions: 8.0in. x 5.0in. x 0.4in. Create a Personal Brand for YOU that sells your skills to a market wrought with competition and an ever decreasing number of available jobs. Get a job when others are not. Big companies understand the importance and value of a brand. They develop it, focus on it, pour resources into the marketing and advertising of it, and they reap the benefits of a well developed and advertised brand. Think about Nike, General Electric, Quaker, Sony, and Apple just to name a few. What would it take for you to thrive- not just survive the changing times The world is evolving. Understanding the importance of building a personal brand is a vital step to not only surviving (layoffs, cutbacks, reductions in force, restructures, buy outs, bosses that dont like you) but thriving (promotions, new opportunities, pay raises, new responsibilities, and a job you love). In the pages of this book, you will get a boost at creating your own personal brand. You will be inspired and motivated with suggestions and ideas that will move you in a positive forward motion. This book will give what you...



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Reviews

This publication may be really worth a go through, and a lot better than other. It really is written in simple terms and never difficult to understand. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Natalie Abbott**

This book will not be simple to get going on reading but extremely exciting to read through. Yes, it can be playful, still an interesting and amazing literature. I am very easily could possibly get a delight of reading a written book.

-- **Rene Olson**