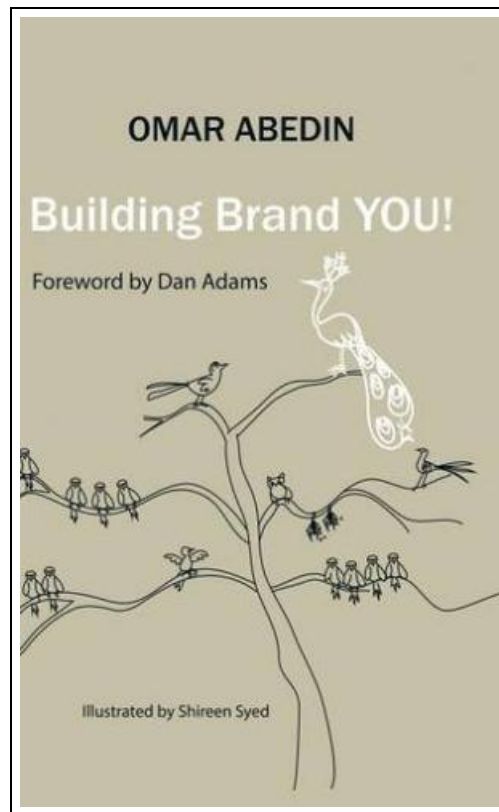


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Trafford Publishing, United States, 2015. Hardback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.The world today is struggling with the Personal Brand Paradox. On the one hand, growing competition at a global level is making it increasingly difficult for people to make enough money to support the lifestyle that more and more of us aspire for. On the other hand, social media and the Internet are giving us all the opportunity to experience global fame. In fact, the millennial generation that has grown up with the Internet as a fact of life now expects that they will at some point get their fifteen minutes of fame. So how do you resolve this clash between an unstoppable force and an immovable object? Building Brand YOU! casts light on what many consider to be the (black) art and science that is branding and marketing and its practical application to building your personal brand. The tools and methods described in the book are used by millions of marketers around the world to build the brands they manage on a daily basis. Now, you can apply these trusted techniques to truly differentiate yourself, and if done well, it is nothing short of magical.



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