



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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