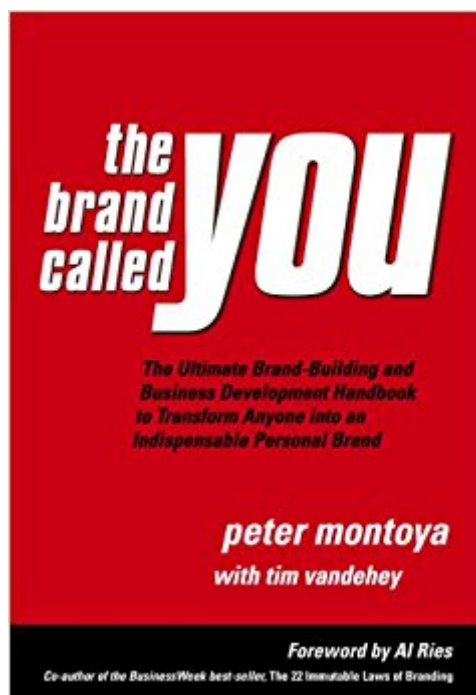




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The Brand Called You: The Ultimate Personal Branding Handbook To Transform Anyone Into An Indispensable Brand



Synopsis

Peter Montoya is the recognized leader in Personal Branding and *The Brand Called You* is the definitive work on Personal Branding. Want to make money with less work? Create a Personal Brand that tells customers how you're different from your competition and build your relationships with them daily. *The Brand Called You* is the ultimate resource for building your Personal Brand, one that sells you, not your product or company. With action plans, insight and case studies, *The Brand Called You* is your guidebook to getting the best customers, growing your business, and making more money.

Book Information

Paperback: 278 pages

Publisher: Peter Montoya Pub (June 30, 2005)

Language: English

ISBN-10: 0967450667

ISBN-13: 978-0967450667

Product Dimensions: 1 x 6 x 9 inches

Shipping Weight: 15.8 ounces

Average Customer Review: Be the first to review this item

Best Sellers Rank: #439,802 in Books (See Top 100 in Books) #97 in *Books > Business & Money > Marketing & Sales > Marketing > Product Management* #3251 in *Books > Business & Money > Small Business & Entrepreneurship > Entrepreneurship*

Customer Reviews

Peter Montoya is the founder and president of Peter Montoya Inc., an advertising agency, and is the author of *The Personal Branding Phenomenon*, coauthor of *The Brand Called You*, and publisher of the magazine *Peter Montoya's Personal Branding*. He is a renowned trainer who conducts more than 100 seminars annually on transforming professionals and entrepreneurs through personal branding. He lives in Corona del Mar, California.

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