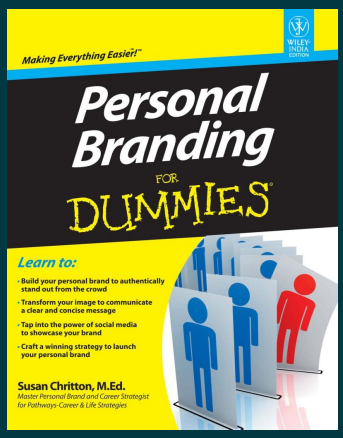
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Personal Branding for Dummies

By Susan Chritton

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Description

Personal Branding For Dummies is a guide through the steps of creating and maintaining a personal trademark. Topics include:

• Using different organizations and associations to increase visibility and exposure to both clients and competitors.

• Making the most of networking--from business cards to resumes.

• Tapping into Social Media outlets like Facebook, Twitter, and LinkedIn to showcase a personal brand.

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