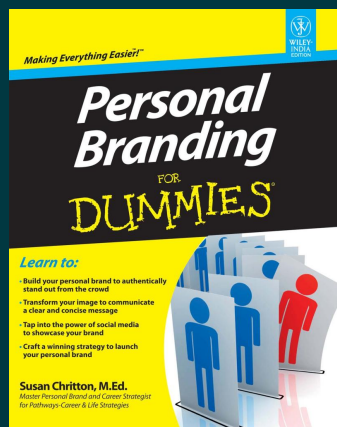




Personal Branding for Dummies

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.

Table of Contents

- Introduction
- Why Is Personal Branding Important?
- Knowing Your Brand
- Communicating Your Brand with the World
- Controlling Your Brand Ecosystem
- The Part of Tens
- Index

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