



Brand Called You: Make Your Business Stand Out in a Crowded Marketplace

By Peter Montoya, Tim Vandehey

McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, Brand Called You: Make Your Business Stand Out in a Crowded Marketplace, Peter Montoya, Tim Vandehey, The international bestseller-now updated for an even bigger, brand-savvy market Self-published in 2005, this step-by-step guide for professionals looking to develop a strong company brand has become an international sensation, selling more than 65,000 copies worldwide and hitting #3 on Japan's business bestseller list. This invaluable guide teaches you the vital principles and skills of personal branding, including how to craft an emotionally resonant branding message, create top-quality branding tools, and attract a constant flow of business. "Montoya's Personal Branding ideas are going to change how business owners and professionals promote themselves."-Robert G. Allen and Mark Victor Hansen, coauthors, The One Minute Millionaire.



READ ONLINE
[6.74 MB]

Reviews

It becomes an remarkable publication that we have possibly go through. It is among the most remarkable book i actually have read through. Your lifestyle period will likely be transform when you total reading this publication.

-- **Dominique Bergstrom**

Great eBook and useful one. We have go through and i also am certain that i am going to likely to read through yet again once more in the foreseeable future. Your lifestyle period will likely be transform once you comprehensive looking over this book.

-- **Carter Haag**