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| Soggetti | Success Branding (Marketing) Electronic books. |
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| Nota di contenuto | CONTENTS; ACKNOWLEDGMENTS; INTRODUCTION: What Branding Can Do for You; CHAPTER 1: Who Am I and How Did I Get Here?: STEP ONE: Do the Brand YOU Audit; CHAPTER 2: What Do I Stand for Today?: STEP TWO: Assess Your Brand YOU Image; CHAPTER 3: What Do I Want to Stand For?: STEP THREE: Determine Your Brand YOU Identity and Essence; CHAPTER 4: I Can Get There from Here!: STEP FOUR: Position Your New Brand YOU; CHAPTER 5: If It's to Be, It's Up to Me!: STEP FIVE: Set Your Brand YOU Goals; CHAPTER 6: I Can Build My Own Personal Roadmap on My Own Terms: STEP SIX: Establish Your Brand YOU Strategies CHAPTER 7: I Am Ready to Commit to My Action Plan: STEP SEVEN: Implement, Monitor, and Adjust Your New Brand YOU COMMENCEMENT; GLOSSARY OF BRANDING TERMS; INDEX; ABOUT THE AUTHORS |
| Sommario/riassunto | The ultimate guide that will help readers define themselves, achieve their goals, and make the right kind of lasting impression. |