Record Nr. UNINA9910782267703321 Autore Wilson Jerry S Titolo Managing brand you [[electronic resource]]: seven steps to creating your most successful self / / Jerry S. Wilson and Ira Blumenthal New York, : AMACOM/American Management Association, c2008 Pubbl/distr/stampa **ISBN** 1-281-75799-3 9786611757991 0-8144-1069-3 Edizione [1st edition] Descrizione fisica 1 online resource (251 p.) Altri autori (Persone) Blumenthallra Disciplina 650.1 650.13 658.1522 Soggetti Success Branding (Marketing) Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Includes bibliographical references. Nota di bibliografia Includes bibliographical references and index. CONTENTS; ACKNOWLEDGMENTS; INTRODUCTION: What Branding Can Nota di contenuto 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 YOUCOMMENCEMENT; 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.