Record Nr. UNINA9910969327203321 Autore Wilson Jerry S Titolo Managing brand you: 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** 9786611757991 9781281757999 1281757993 9780814410691 0814410693 Edizione [1st edition] Descrizione fisica 1 online resource (251 p.) Altri autori (Persone) Blumenthallra 650.1 Disciplina 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. 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 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.