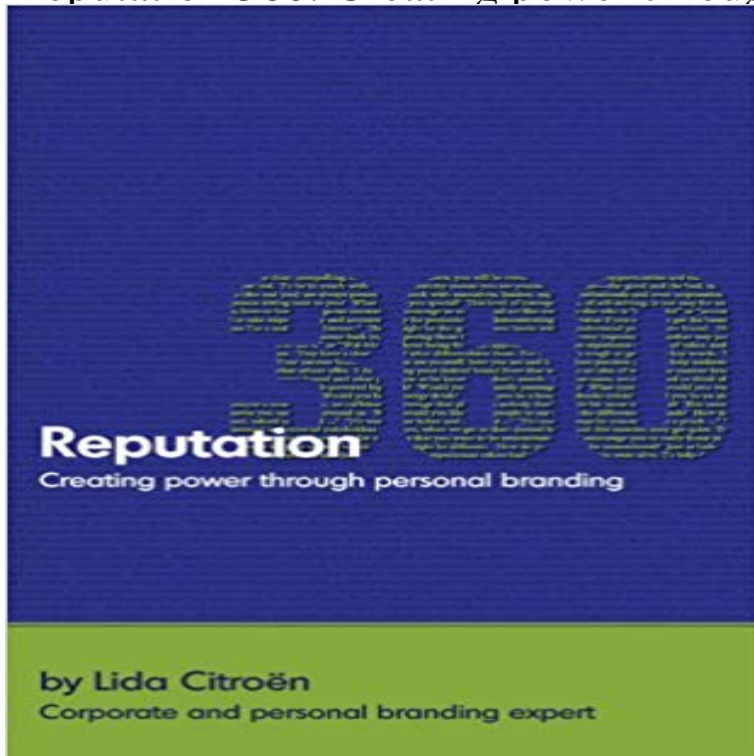


Reputation 360: Creating power through personal branding



This inspiring how to book teaches professionals at all levels how to define and market their personal brand and manage their reputation with target audiences. Effective marketing of a personal brand attracts key opportunities, ensures consistent value and empowers the individual with tools for lifelong reputation management. The author, an international corporate and personal branding expert, provides more than 15 case studies of executives and professionals who have leveraged strong personal brands to bring them great success in their personal lives and their career.

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