



Reputation 360: Creating Power Through Personal Branding (Paperback)

By Lida Citroën

Palisades Publishing/Lida360, United States, 2011. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.This inspiring how to book teaches professionals at all levels how to define, create and market their personal brand to target audiences. Effective marketing of a personal brand attracts key opportunities, ensure consistent value and empowers the individual with tools for lifelong reputation management. The author, an internationally recognized 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.



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