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## Fresh Notes on Personal Branding: Get a Brand or Die a Generic (Paperback)

By Michael D Brown

Greenleaf Book Group Press, 2017. Paperback. Condition: New. Language: English . Brand New Book. Life s too short to stay generic: Build your personal brand and your career will change for the better! In today s hyper-competitive world of business, individuals must differentiate themselves in order to stand out and stay on top. Author Michael D. Brown s Fresh Notes on Personal Branding provides readers with the tools and strategies to do just that. By following the book s easy-to-use framework, readers will be able to build a successful brand for themselves that can lead to exponential personal, professional, and economic success as a competitive and Fresh employee, leader, or entrepreneur. Using Brown s Fresh PASSION methodology, this short guidebook outlines the core components of brand-building including Preparation, Staying laser focused, and Omitting the Negative and provides valuable tips on how to successfully integrate these components into readers daily lives. Brief self-assessments following each section allow readers a chance to reflect on their own journey towards becoming a personal brand and identify areas of improvement. Those who choose not to utilize their fullest potential run the risk of becoming viewed as generic . Fresh Notes helps readers avoid this fate...



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