

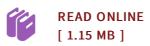
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Authentic Personal Branding: A New Blueprint for Building and Aligning a Powerful Leadership Brand (PB)

By Hubert K. Rampersad

Information Age Publishing. Paperback. Book Condition: New. Paperback. 284 pages. Dimensions: 9.1in. x 6.1in. x 0.8in.ln Authentic Personal Branding, Hubert Rampersad has provided a sorely needed guidebook for knowledge workers. He shows us all how to build our own personal brand-and just as important-how to persuasively communicate this brand to the world.... I love his focus on authenticity.... My request to you, the reader, ismake this book part of your life. Dont just read this book for its interesting content. Dont be content with a few aha moments. Make it part of your life planning-and ultimately part of your life! If you do, you can become a more integrated and successful person-and better enable your company to help you make a positive difference in our world! - From the Foreword by Marshall Goldsmith Author of What Got You Here Wont Get You There Hubert Rampersad has a knack for preparing comprehensive frameworks for analyzing important issues.... The four stage model that he suggests proposes an explicit way to turn a desired external identity into something concrete and actionable.... Its a wonderful step by step approach to making а...



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