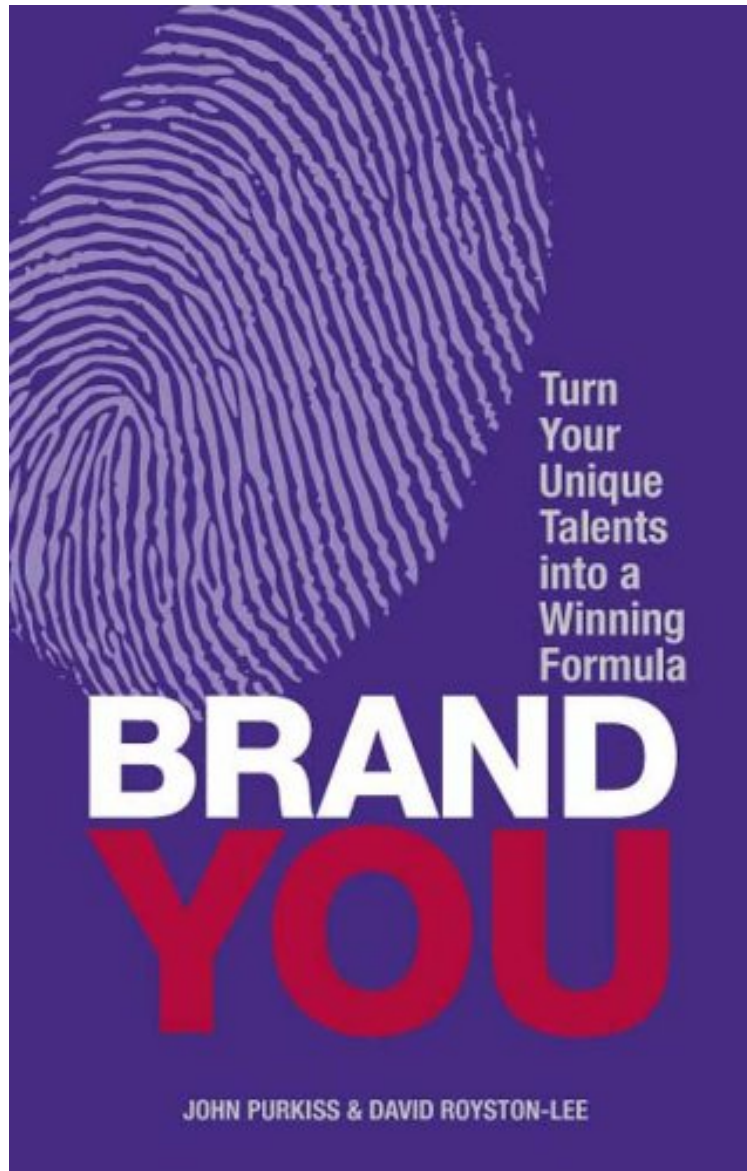


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## **Brand You: Turn Your Unique Talents into a Winning Formula (Financial Times Guides)**

*John Purkiss, David Royston-Lee*  
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Discover your talents, values and purpose  
Become more visible in your market  
Make the most of your networks  
Build your brand online using blogs, LinkedIn, Facebook and Twitter  
Attract people who want what you do in the way that you do it  
This new, extended edition is the definitive guide to personal branding and is packed with new material on social media, charisma and discovering your mission, as well as new exercises and examples. It is supported by valuable extra tools.  
To succeed in today's fast-paced environment, you have to know yourself and be able to communicate your brand to the outside world. This book will show you how. Highly recommended.  
- Gemma Greaves, Marketing Director, The Marketing Society.  
A must-read for everyone, from trainees to board members.  
- Sanjay Shah, Chief Financial Officer, The London Clinic.

From the Back Cover  
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About the Author  
John Purkiss studied economics at Cambridge University and has an MBA from INSEAD. Having spent his early career in banking and management consultancy, he has been an advisor to several high-growth technology companies. John co-founded Veni Partners, which specialises in executive search and personal brand strategy. [www.johnpurkiss.com](http://www.johnpurkiss.com)  
David Royston-Lee studied behavioural science at Aston University and occupational psychology at Birkbeck College, London. Having begun his career in recruitment, he became Head of Career Management Services at KPMG. David then worked as Human Resources Director of Ogilvy Mather and was Chief Executive of the CAM Foundation prior to founding Partners in Flow. [www.davidroystonlee.com](http://www.davidroystonlee.com)