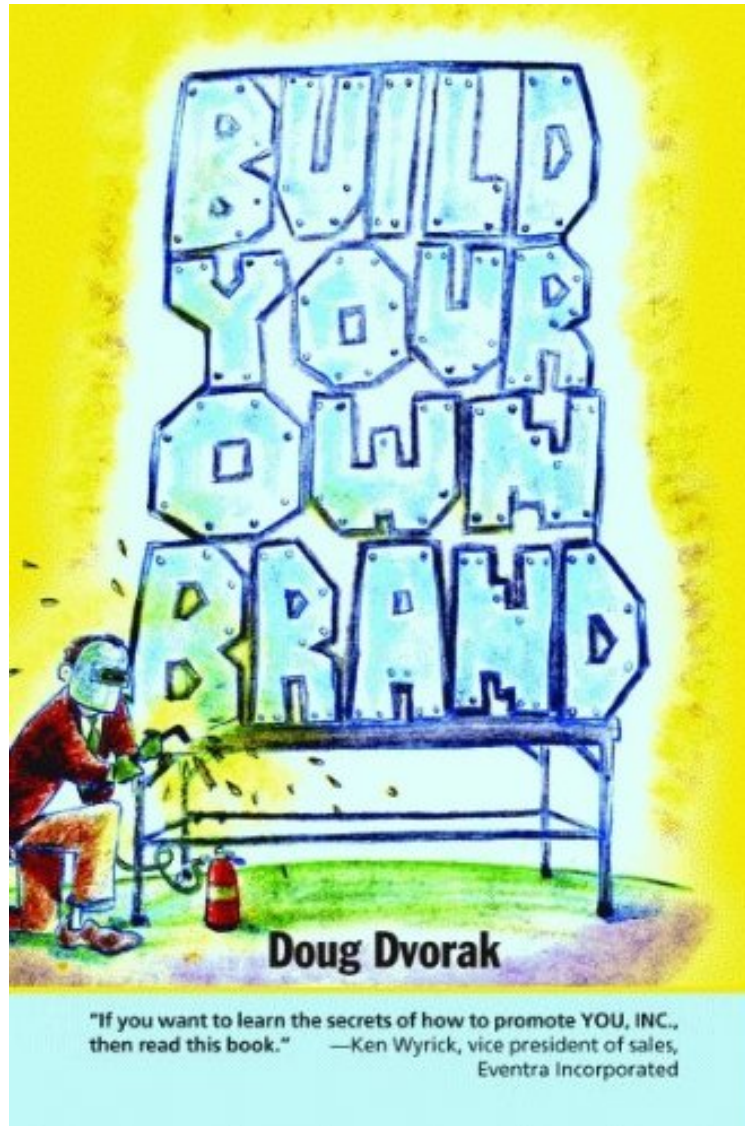


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Build Your Own Brand

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Doug Dvorak, a nationally recognized corporate executive and marketing guru, exposes several tips and tricks commonly used by expensive PR firms. In a fast-paced market where consumer decisions hinge on trust and reliability, repeated exposure is essential. With savvy marketing techniques, powerful networking tactics, and an attractive and functional Web site, every business or individual will be able to manage promotional efforts as well as any hired gun. Your product, your service, and your personality deserve a prominent place in the public eye, and establishing a strong brand will make you stand out among the competition. Dvorak shows you how in this accessible and compact manual.

"Doug Dvorak hits the bull's eye with 'Build Your Own Brand.' If you want to learn the secrets of how to promote YOU, INC., then read this book." ---Ken Wyrick, vice president of sales, Eventra Software Corporation "Successful, useful personal branding advice from someone who understands what it takes to excel in business today." "From the Inside Flap Build Your Own Brand" "Successful, useful personal branding advice from someone who understands what it takes to excel in business today." -Roger Dawson, author, Secrets of Power Negotiating "You don't have to be a marketing guru to have a brand that gets noticed. Doug Dvorak explains how any business, job applicant, or professional personality benefits from a distinctive identity. Contagious energy drives each chapter as he clarifies the design, creation, and management of an effective brand. By revealing the dynamic strategies used by top companies, he shows you how to propel your own brand to the next level. With common sense and straightforward advice, you will learn how to: "Survive inflation, recession, and other tough marketing conditions" "Stand out against the competition" "Save money on promotional efforts" "Connect with journalists to increase media exposure" "Salvage damaged brands" "Find the best tools for your business (Back Flap)" Doug Dvorak is the founder and CEO of Dvorak Marketing Group, Inc. He is a certified sales trainer, management consultant, and corporate humorist. He holds an M.B.A. in marketing management from Century University in Albuquerque, New Mexico. An active member of the National Speakers Association, he travels throughout the country delivering highly energetic and creative interactive presentations to management groups, business owners, and professional associations. Dvorak has appeared on CBS's The Early Show, the Fox News Channel, and The Oprah Winfrey Show. He resides within the Chicagoland area.