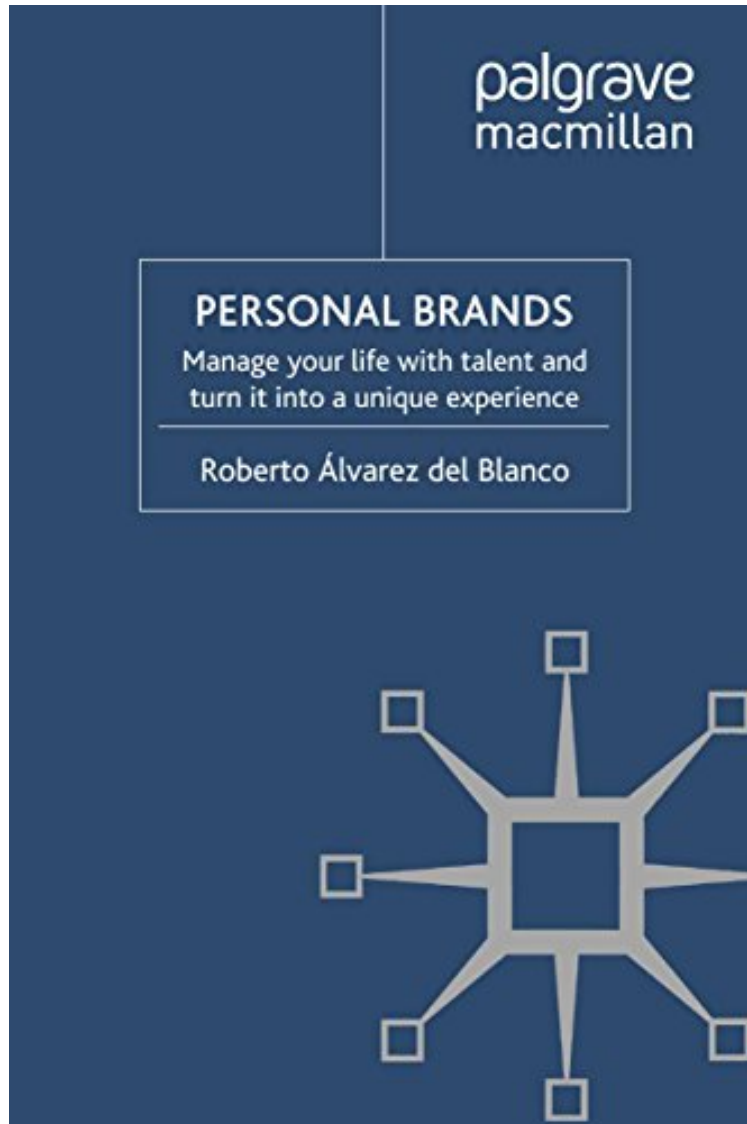


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The personal brand, like commercial brands, can become a means of affirming identity, highlighting ability and

establishing reputation. Successful, stand-out people build their personal brand and make it count in their professional and personal lives. This book shows how to build and manage your personal brand.

My long-time friend, Roberto Alvarez del Blanco is the ideal person to write this book. He has been skilled at managing his own brand and thus is a good role model. More relevant, he is one of the leading brand strategists and theorists in Europe, indeed in the world. This book should be a worthwhile addition to any library and will give a boost to the personal and professional life for anyone that follows its teaching. - David Aaker, Emeritus Professor, Haas School of Business, University of California, Berkeley 'If you are looking for a change in your personal or professional life, and/or seeking psychological and economic success in the future - this book is aimed at you.' - Developing Leaders

About the Author ROBERTO ALVAREZ DEL BLANCO is Associate Professor in Marketing at Instituto de Empresa, Spain and Visiting professor at the Haas School of Business, University of California at Berkeley, USA since 1993. Professor Alvarez del Blanco has recently been considered one of the most distinguished specialists in branding in Europe. He has published 11 books on personal branding, management, brand leadership and marketing strategy and written more than one hundred and fifty specialised articles. He is member of the jury of the Principe Felipe Awards to Management Excellency (Management of Leading Brands) and has also actively contributed to the development of the 'Leading Brands of Spain Forum'. He is Academic and Scientific Fellow to the World Economic Forum and an active consultant in strategy and brand valuation. President of MarketLink* and Partners. Professor Alvarez del Blanco has been Founder and Executive President of Portico de Mar, S.A. that refurbished and manages the Palau de Mar building in the Port Vell of Barcelona. He was Promotion Co-ordinator of the Barcelona 92 Olympic Office to hold the Olympic Games of the XXV Summer Olympiad. He is an enthusiastic entrepreneur who has created and directed several companies, including a family foundation to promote health improvement and children education in underdeveloped countries. He works as consultant for brands in national and multinational companies and public institutions.