

[E-BOOK] The Brand Called You: Make Your Business Stand Out in a Crowded Marketplace

# The Brand Called You: Make Your Business Stand Out in a Crowded Marketplace

*Peter Montoya, Tim Vandehey*  
*ePub | \*DOC | audiobook | ebooks | Download PDF*



#511999 in eBooks 2008-11-02 2008-11-02 File Name: B001KM0Y94 | File size: 79.Mb

**Peter Montoya, Tim Vandehey : The Brand Called You: Make Your Business Stand Out in a Crowded Marketplace** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Brand Called You: Make Your Business Stand Out in a Crowded Marketplace:

1 of 1 people found the following review helpful. An excellent way to learn  
By Chuck Ferguson This is a book about Branding. I found the first exercise on about page 2, and then they are scattered throughout the book. An excellent way to learn, get the student working on the ideas presented.  
1 of 1 people found the following review helpful. Great Resource!  
By Ileri Ogunfiditimi This is a good program on personal branding. Offers plenty of practical applications. Highly recommended for sales professionals, business owners, and C-Level Executives.  
0 of 0 people found the following review helpful. Brand Called You  
By John FI It's fine as a 'self-help' book.

The international bestseller-now updated for an even bigger, brand-savvy market Self-published in 2005, this step-by-step guide for professionals looking to develop a strong company brand has become an international sensation, selling more than 65,000 copies worldwide and hitting #3 on Japan's business bestseller list. This invaluable guide teaches you the vital principles and skills of personal branding, including how to craft an emotionally resonant branding message, create top-quality branding tools, and attract a constant flow of business. *Montoya's Personal Branding ideas are going to change how business owners and professionals promote themselves.*  
-Robert G. Allen and Mark Victor Hansen, coauthors, *The One-Minute Millionaire*

From the Back Cover The international bestseller Build a better business-through your Personal Branding. Oprah. Martha Stewart. Charles Schwab. They've built their success around their personal brands. But you don't have to be a celebrity to turn your name into a distinctive *product person* that makes you money. Packed with a treasure trove of things to do tomorrow, next week, and next month, *The Brand Called You* will help you to build and maintain a Personal Brand. It also includes exciting new profiles of personal brands that pop, and teaches you how to craft an emotionally resonant branding message, create top-quality branding tools, and attract a consistent flow of business. *If you want to be rich and famous, read this book.*  
-Al Ries, coauthor of *The 22 Immutable Laws of Branding*  
About the Author Peter Montoya is a world-renowned speaker, trainer, and media expert on Personal Branding. Tim Vandehey is an established freelance author, branding writer, and coauthor who has written or edited more than 15 nonfiction books.