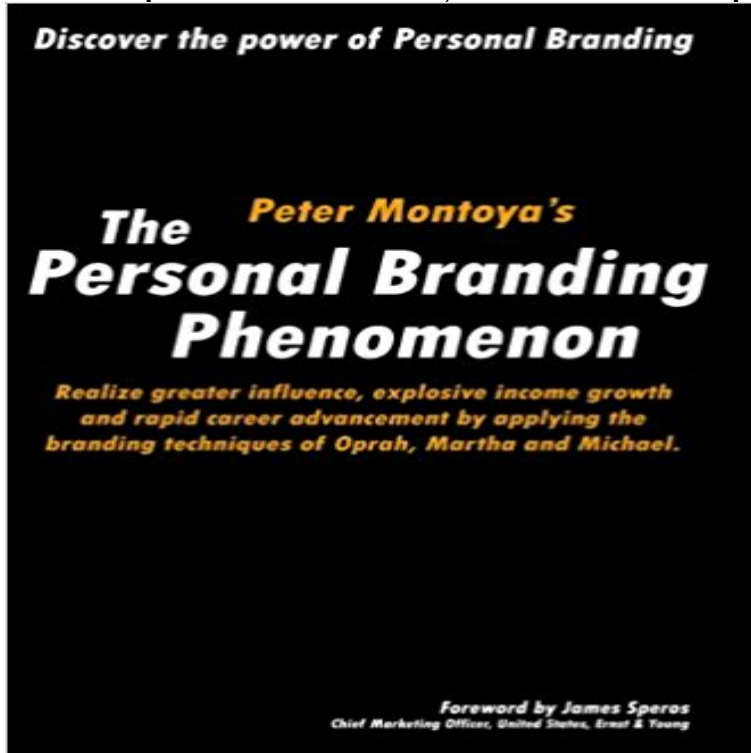


The Personal Branding Phenomenon: Realize greater influence, explosive income growth and rapid career advancement by applying the branding techniques of Michael, Martha and Oprah.

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Its the new reality no one wants to concede - and its the cold, hard reality behind success in the new millennium. From the schoolroom to the boardroom, everyone succeeds - or fails - by the rules of Personal Branding. Personal Branding isnt the product of ad agencies or corporations; its a continuous process thats as old as society. A Personal Brand - the values, abilities, and personality traits people associate with each of us - affects our careers, our relationships... our lives. You have two choices: surrender to the process, or seize control of it. The Personal Branding Phenomenon is about taking control, whether youre an ambitious professional or entrepreneur. Instead of focusing on the right suit or business card, youll take a high-level, clinical look at how and why Personal Branding works - and how to leverage it to your advantage. Along the way, youll discover the Eight Unbreakable Laws, the core principles behind every great Personal Brand. By analyzing some of the worlds greatest brands, from Madonna to Tiger Woods, youll learn what makes them irresistible. In the end, The Personal Branding Phenomenon walks you through the development of your own new Personal Brand - to help you convert human perception into your lifelong competitive edge. Its the authoritative guide to the art and science of managing personal identity. Discover the Power of Personal Branding: \* Not being paid what youre worth? Improve your brand and supercharge your income potential. \* Ready for advancement? Ensure that your boss sees the promise of your brand, and reap your rewards. \* Learn to build a brand thats so influential that when you speak, people act. \* Why branding affects everyone - from parents to politicians, entrepreneurs to entertainers.

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