



Authentic Personal Branding: A New Blueprint for Building and Aligning a Powerful Leadership Brand (Hc)

By Hubert K. Rampersad

Information Age Publishing. Hardcover. Book Condition: New. Hardcover. 284 pages. Dimensions: 9.3in. x 6.4in. x 0.9in. In Authentic Personal Branding, Hubert Rampersad has provided a sorely needed guidebook for knowledge workers. He shows us all how to build our own personal brand-and just as important-how to persuasively communicate this brand to the world. . . . I love his focus on authenticity. . . . My request to you, the reader, is-make this book part of your life. Dont just read this book for its interesting content. Dont be content with a few aha moments. Make it part of your life planning-and ultimately part of your life! If you do, you can become a more integrated and successful person-and better enable your company to help you make a positive difference in our world! - From the Foreword by Marshall Goldsmith Author of What Got You Here Wont Get You There Hubert Rampersad has a knack for preparing comprehensive frameworks for analyzing important issues. . . . The four stage model that he suggests proposes an explicit way to turn a desired external identity into something concrete and actionable. . . . Its a wonderful step by step approach to making a...



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