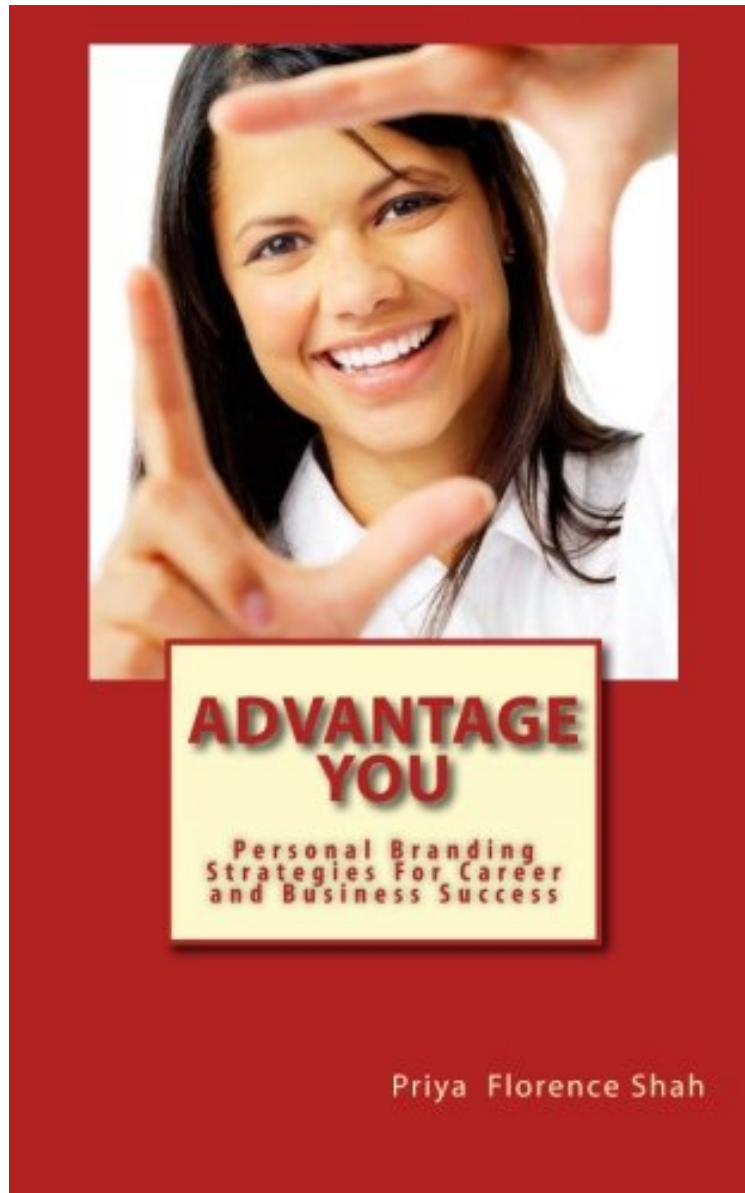


Advantage YOU: Personal Branding Strategies For Career and Business Success

Priya Florence Shah

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Are you finding it increasingly difficult to stand out in an overcrowded and competitive marketplace? You need a strong personal brand. With the economy being what it is, establishing a brand for yourself has become essential, because it's what helps you stand apart from the competition and get noticed by those who matter, whether your clients or employers. As the Web gets increasingly more social, it's become essential to socialize your brand. This book shows you how to attract the right kind of attention and opportunities by showcasing your unique offerings and talents to create a personal brand that helps you stand head and shoulders above the competition.