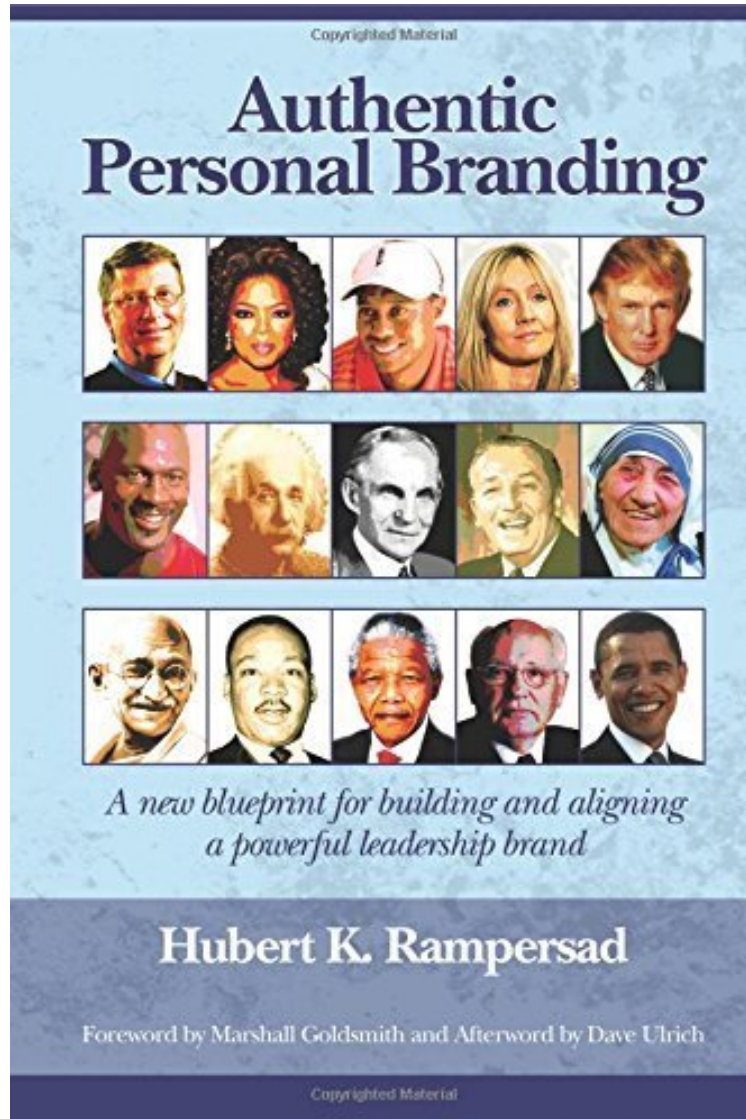


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Authentic Personal Branding

Hubert K. Rampersad

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Hubert K. Rampersad : Authentic Personal Branding before purchasing it in order to gage whether or not it would be worth my time, and all praised Authentic Personal Branding:

3 of 3 people found the following review helpful. Taking Branding to a Deeper LevelBy Marco MI came across an article by the author that I found to be very helpful and insightful. When looking at the reviews (mostly given low numbers) I was surprised. After reading the book and the article I realized that the author was asking the reader to dig down deep and REALLY think about a lot of things that most folks don't want to either think about or have the time to do. If you even do just half of what he says you'll find you are much clearer on who you are and what you can bring

out into the world. This is not a Dummies book or a quickie. It actually is asking us to sit and ponder (something we don't do much of). Well worth the time to read and do the exercises. I found just doing one piece at a time. Mark 0 of 0 people found the following review helpful. Some good content. Will go back and review the book ...By Nicole H. Required reading for a grad school class. Some good content. Will go back and review the book at a later time to learn more. 0 of 0 people found the following review helpful. Great book and quick delivery. By GrierTroll_13 The content of the book was relevant and transformational. The speed and reliability of the service is unmatched.

This book offers an advanced breakthrough formula to build, implement, maintain, and cultivate an authentic, distinctive, relevant, and memorable Personal and Corporate Brand, which forms the key to enduring personal and business success. The new Personal Branding blueprint entails a systematic and integrated journey towards self-awareness, happiness, and enduring marketing success. If you are branded in this holistic way you will automatically attract success and the people and opportunities that are a perfect fit for you. Hubert Rampersad has introduced an advanced authentic Personal Branding model and practical related tools, that provide an excellent framework and roadmap for building a strong authentic Personal Brand, which is in harmony with your dreams, life purpose, values, genius, passion, and with things what you love doing. This new blueprint has been proven in practice to produce sustainable results, not only for individuals but also for companies. By aligning employees' Personal Brand with their Corporate Brand you can realize the 'best fit' between employee and company, which creates a highly engaged and happy workforce.

"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. Don't just read this book for its "interesting" content. Don't 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 Won't 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.... It's a wonderful step by step approach to making a desired brand explicit.... The mental models and their related investigative questions will help you know where you are today so you can get to where you want to be tomorrow.... This book offers an architecture to turn these ideas into action." - From the Afterword by Dave Ulrich Professor of Business, University of Michigan

About the Author
About the author Dr. Ir. Hubert K. Rampersad is an international consultant in the field of industrial engineering, industrial automation and robotics. He received his BSc. degree in Mechanical Engineering from Enschede Polytechnic (The Netherlands) and a MSc. degree in Mechanical Engineering from Delft University of Technology (The Netherlands), where he specialised in industrial automation and robotics. He received his PhD degree in 1993 in industrial Engineering and Management Science from Eindhoven University of Technology (The Netherlands). He has been involved in several projects dealing with concurrent engineering, logistics and industrial automation. He is also the author of about 30 technical articles.