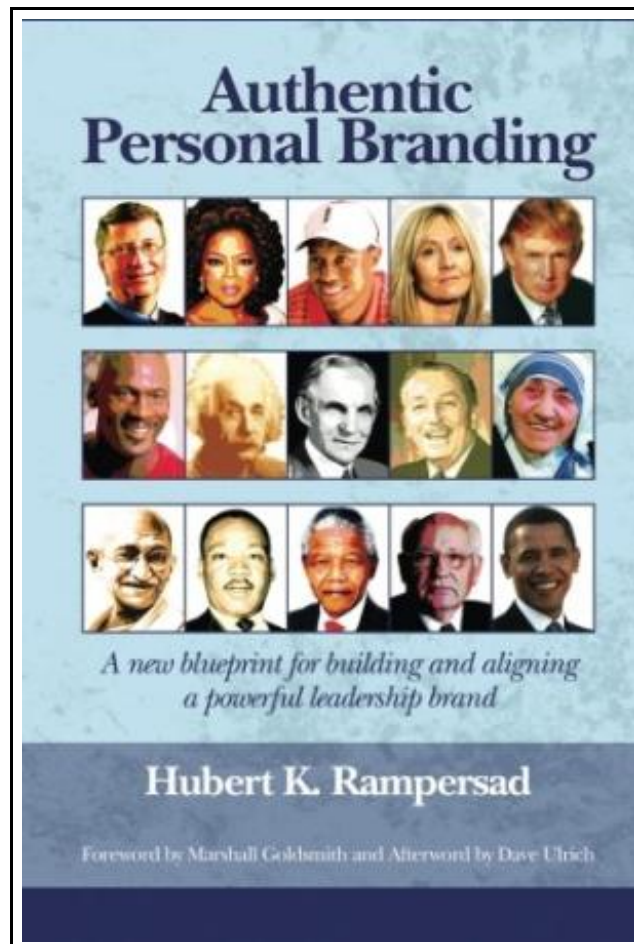# Authentic Personal Branding: A New Blueprint for Building and Aligning a Powerful Leadership Brand (PB)

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AUTHENTIC PERSONAL BRANDING: A NEW BLUEPRINT FOR BUILDING AND ALIGNING A POWERFUL LEADERSHIP BRAND (PB)

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Information Age Publishing. Paperback. Book Condition: New. Paperback. 284 pages. Dimensions: 9.1in. x 6.1in. x 0.8in.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 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 This book offers a new way to define, formulate and implement a sustainable, powerful, authentic, consistent, and memorable personal brand identity. Authentic Personal Branding entails a systematic and integrated journey towards self-awareness, joy, happiness, and marketing success, which is based on...

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