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The legendary management consultant Tom Peters published an article in Fast Company magazine entitled "The Brand Called You". The gist of the article is that we are all the Chairman, CEO and Marketing Director of our own company called "Me Inc." Peters, who was a legend in his day, did cop a fair amount of flak with this article.

'Me Inc.' - The power of personal branding : Decision

We are CEOs of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called You. Tom Peters in Fast Company. Personal branding is about managing your name—even if you don't own a business—in a world of misinformation, disinformation, and semi-permanent Google records. Going on a date?

35 Famous Personal Branding Quotes That'll Inspire You ...

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Brand You : Personal Branding BRAND YOU © INTRO TO PERSONAL BRANDING ; A Bit About Me • Husband and father to Scout, Daisy & Indiana • President, Kristian Andersen + Associates • Founder, Pathagility • Founder, TinderBox • Managing Partner, Gravity Ventures • Lives in Arkansas works Indy A BRAND IS NOT A LOGO

Brand You - Personal Branding - SlideShare

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By intentionally creating our own personal brand, we consider how we want to be perceived by others. When we do this, we manage relationships better and become more aware of our own behavior. Participants will: Develop their own brand essence; Plan a clear brand strategy to communicate and market "me" consistently

Me Inc: Create your own personal brand | Mind Gym US

Wondering how to brand yourself? One of the best ways to articulate your skills, experience, knowledge, and overall worth in today's competitive job market is to create a personal brand that helps you stand out in the crowd. This article explores 14 steps to creating a successful personal brand.

Brand Yourself: 14 Steps to Creating a Powerful Personal Brand

Big companies understand the importance of brands. Today, in the Age of the Individual, you have to be your own brand. Here's what it takes to be the CEO of Me Inc.

The Brand Called You - Fast Company

Personal Branding Tip 5: Don't Do Personal Branding! People spend way too much time building a personal brand and not enough time thinking about whether it's really necessary in the first place.

5 Unusual Personal Branding Tips | Inc.com

In it, Tom Peters states, "We are CEOs of our own companies: Me, Inc." Suppose personal branding plays a significant role in your business, you might be re-thinking of how you can communicate with ...

5 Fresh Content Ideas for Your Personal Brand

The term "branding" used to be reserved for businesses, but with the advent of social sites and the gig economy, personal branding has become fundamental. A personal brand is the unique ...

Why Personal Branding is More Important Than Ever

Your personal brand is crucial to firstly build and then grow because it is the image and representation of yourself that others are presented with when they actively seek you in an online environment, as well as the image that you choose to project in face-to-face interactions.

Personal branding: How to build the brand called 'you' ...

Personal Branding: Building Me Inc. April 3, 2012 April 5, 2012 admin. What is a personal brand? Everyone has a personal brand. Your reputation, what people know you for, what you're not. People do not know that they have a brand as they are not aware. Awareness is the first step.