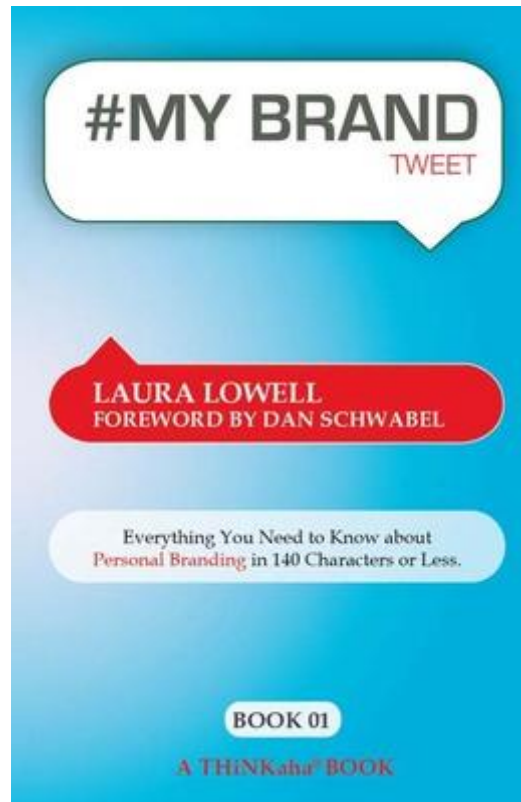


# #my Brand Tweet Book01: A Practical Approach To Building Your Personal Brand -140 Characters At A Time - Laura Lowell



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The idea behind personal branding has taken on a life of its own. The idea that everyone stands for something isn't new. But the fact that you have a way to communicate your unique value to millions of people all at once certainly is. Before jumping in and creating your personal brand, it is vital to understand what you mean, what the market thinks you mean, and where the gaps are. For anyone new to personal branding, or who needs to take their career to the next level, #MyBrand tweet is your first step toward differentiating yourself in a very crowded environment. From defining the idea of personal branding and the mechanics of building yours, to getting your brand out there and keeping it alive, #MyBrand tweet helps readers define their identity and build awareness for their unique value in the marketplace. Laura Lowell has drawn on her years of experience building some of the world's biggest brand (IBM, Intel and HP to name a few) and condensed everything she has learned into the pages of this book. Everything you need to know about personal branding--140 characters at a time. #MyBrand tweet is part of the

THiNKaha series whose 112-page books contain 140 well-thought-out quotes (tweets/ahas).Author: Lowell, Laura Publisher: THINKaha Illustration: N Language: ENG Title: #MY BRAND tweet Book01: A Practical Approach to Building Your Personal Brand -140 Characters at a Time Pages: 00000 (Encrypted PDF) On Sale: 2011-05-20 SKU-13/ISBN: 9781616990541 Category: Business & Economics : Careers - Job Hunting Category: Business & Economics : Marketing - General Category: Business & Economics : E-Commerce - Internet Marketing

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