



## Brand Called You: Make Your Business Stand Out in a Crowded Marketplace

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By Peter Montoya, Tim Vandehey

McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, Brand Called You: Make Your Business Stand Out in a Crowded Marketplace, Peter Montoya, Tim Vandehey, The international bestseller-now updated for an even bigger, brand-savvy market Self-published in 2005, this step-by-step guide for professionals looking to develop a strong company brand has become an international sensation, selling more than 65,000 copies worldwide and hitting #3 on Japan's business bestseller list. This invaluable guide teaches you the vital principles and skills of personal branding, including how to craft an emotionally resonant branding message, create top-quality branding tools, and attract a constant flow of business. "Montoya's Personal Branding ideas are going to change how business owners and professionals promote themselves."-Robert G. Allen and Mark Victor Hansen, coauthors, The One Minute Millionaire.



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