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# BE YOUR OWN BRAND: ACHIEVE MORE OF WHAT YOU WANT BY BEING MORE OF WHO YOU ARE (2ND REVISED EDITION)



Berrett-Koehler. Paperback. Book Condition: new. BRAND NEW, Be Your Own Brand: Achieve More of What You Want by Being More of Who You are (2nd Revised edition), David McNally, Karl D. Speak, In this second edition of their classic book on personal brand David McNally and Karl Speak show that developing a personal brand is not about constructing a contrived image. Rather, it is a process of discovering who you really are and what you aspire to be. The hallmark...

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- Authored by David McNally, Karl D. Speak
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