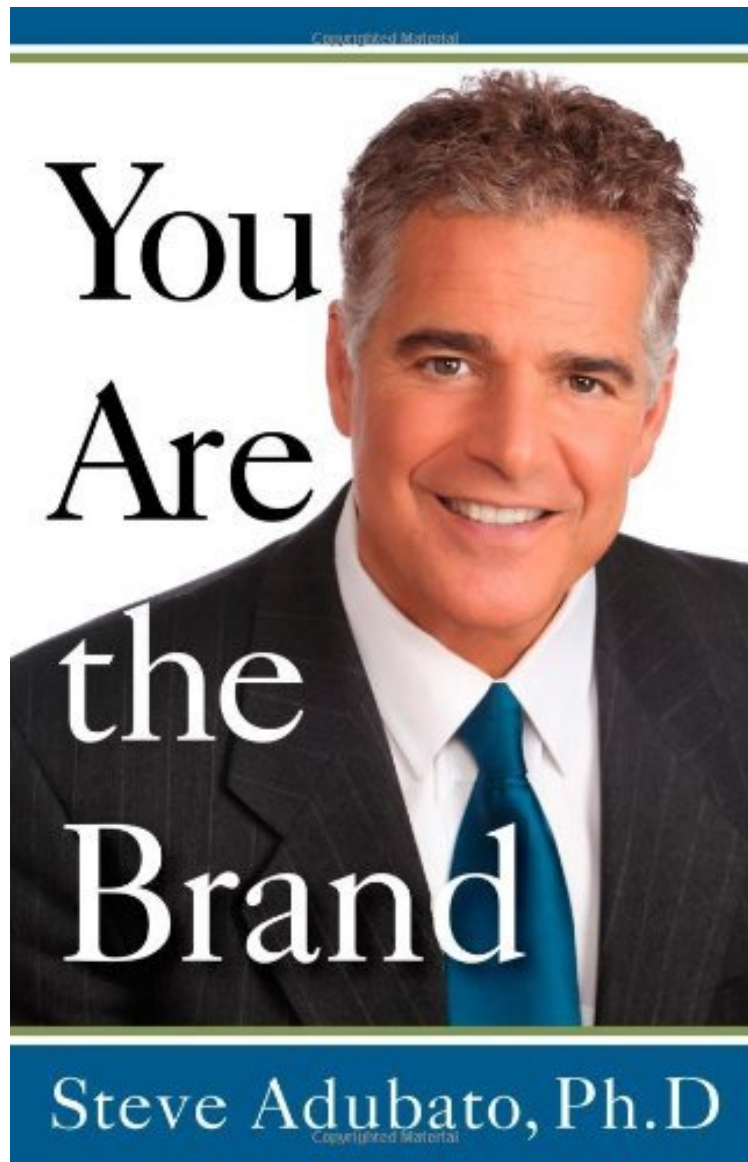


You Are the Brand

Steve Aduato

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Steve Aduato : You Are the Brand before purchasing it in order to gauge whether or not it would be worth my time, and all praised You Are the Brand:

0 of 0 people found the following review helpful. This is a well-written guide for marketers and public relations professionals. By Lee Gimenez This is a well-written guide for marketers and public relations professionals. It's also helpful for people that want to improve the 'branding' of themselves in order to obtain better jobs and careers. The author, Steve Aduato, does a very good job of illustrating his concepts by showing true life examples of famous and not-so-famous people that have done an excellent job in branding themselves. It also gives examples of people that

have done the opposite. I recommend this book to anyone that is interested in improving their marketing/PR skills. 2 of 2 people found the following review helpful. Corporate Leadership By Green Tea Learner Steve Adubato is good at understanding how good leaders should behave in times of crisis. I had to read this book for my education leadership class for my supervisor certificate. True, he chooses a lot of friends as his examples but, he also has some pretty good friends (We should all be so lucky!) Unfortunately, it doesn't tell leaders how to treat and support the people you work with. Maybe that will be his next book. "Rising tide lifts all boats" He goes over great examples of how various people dropped the ball or rose to the occasion in many scenarios that have made the news and it was a good read. Take it on the plane with you on your next trip. This book really helped me to see that you really need to get advice and think before talking to a camera and that mentor-ship is a good thing! It will help you as a future leader to see that it will take more than just the money, connections, degrees or the certificate to mold you into what you need to be an effective leader in times of change. 2 of 2 people found the following review helpful. You are the brand By Donna K. Fairfield-Green Not as informative or useful as hoped. Some good ideas but not worth purchasing. Next time will get from library.

Steve Adubato's entire professional life has been about branding--learning it, living it, making mistakes at it, teaching it at several universities, while discovering how to find the fine line between shameless self-promotion and smart, strategic branding--first for himself, then for others, and now for readers interested in an honest analysis of the good and bad in practiced branding. So, what's really in this book for you? Adubato profiles the brands of more than thirty people and companies and skillfully analyzes and dissects their strategies. His sage advice and on-target approach will help readers who: Feel they have something of value to offer, Are in a market-driven or aggressive environment in which their name, reputation, and persona hold the keys to their success, Want their customers to buy products and services again and again, Feel unappreciated in their current job, Have recently lost a job or are seeking their first job out of college, Are trying to get back into the workforce after years of being "out of it." Let's face it--it's a tough economic world today and there's cutthroat competition. Dive into Adubato's book and get ready to turn a powerful page in life.

"Steve is one of the best around when it comes to communicating a message. You Are The Brand renews that high position in which he is held by top professionals."