



The Personal Branding Phenomenon: Realize greater influence, explosive income growth and rapid career advancement by applying the branding techniques of Michael, Martha and Oprah.

By Peter Montoya

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It's the new reality no one wants to concede - and it's the cold, hard reality behind success in the new millennium. From the schoolroom to the boardroom, everyone succeeds - or fails - by the rules of Personal Branding. Personal Branding isn't the product of ad agencies or corporations; it's a continuous process that's as old as society. A Personal Brand - the values, abilities, and personality traits people associate with each of us - affects our careers, our relationships... our lives. You have two choices: surrender to the process, or seize control of it. The Personal Branding Phenomenon is about taking control, whether you're an ambitious professional or entrepreneur. Instead of focusing on the right suit or business card, you'll take a high-level, clinical look at how and why Personal Branding works - and how to leverage it to your advantage. Along the way, you'll discover the Eight Unbreakable Laws, the core principles behind every great Personal Brand. By analyzing some of the world's greatest brands, from Madonna to Tiger Woods, you'll learn what makes them irresistible. In the end, The Personal Branding Phenomenon walks you through the development of your own new Personal Brand - to help you convert human perception into your lifelong competitive edge. It's the authoritative guide to the art and science of managing personal identity. Discover the Power of Personal Branding: * Not being paid what you're worth? Improve your brand and supercharge your income potential. * Ready for advancement? Ensure that your boss sees the promise of your brand, and reap your rewards. * Learn to build a brand that's so influential that when you speak, people act. * Why branding affects everyone - from parents to politicians, entrepreneurs to entertainers.

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Editorial Review

Review

This is wonderful: full of practical, important strategies for dramatically increasing your personal power and influence. -- *Brian Tracy, Brian Tracy International*

About the Author

Founder and president of Peter Montoya Inc., the only advertising agency specializing in Personal Branding, Peter Montoya is the nation's leading authority on Personal Branding. He is co-author of the groundbreaking book *The Brand Called You*, publisher of the magazine *Peter Montoya's Personal Branding*, and a renowned trainer who conducts more than 100 seminars annually on transforming professionals and entrepreneurs through Personal Branding. Peter married his wife Lynn on New Year's Eve 2001 and spends his leisure time with her in Corona del Mar, California.

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