

Wong

Telling Your Story, Building Your Brand: A Personal and Professional Playbook

This book takes an in-depth approach on branding. It delves into such areas as understanding the personal brand, steps to creating one, as well as taking your brand to market. In this new world, everything and everyone is a brand. People in business and careers recognize they have to work on their brand but seldom know how to achieve it. Just becoming known is not enough. Gathering social media followers is not enough. Standing for something is everything. In this book, branding expert Henry Wong shares his process used for product and people brands to compete in the market and workplace. Most people typically can't afford the fees of branding firms. This book will provide access and insights into Wong's experience. It's ideal for entrepreneurs and professions in any industry looking to manage their business career. This book is more than just the theory behind personal brands. Taking an in-depth approach, it delves into such areas as understanding the personal brand, steps to creating one, as well as taking your brand to market. Part step-by-step guide, part story-sharing Telling Your Story inspires readers and helps them bring their own brands to life.

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