



Be the CEO of Your Life: The Ultimate Authentic Personal Branding Formula for Standing Out from the Crow

By Hubert K. Rampersad

Global Vision Publishing House, New Delhi, 2016. N.A. Condition: New. First. 392pp. This book offers an advanced breakthrough formula to build, implement, maintain, and cultivate an authentic, distinctive, relevant, and memorable Personal Brand, which forms the key to enduring personal success. This new Personal Branding blueprint entails a systematic and integrated journey towards self-awareness, happiness, and enduring marketing success. If you are branded in this holistic way you will automatically attract success and the people and opportunities that are a perfect fit for you. Hubert Rampersad has introduced an advanced authentic Personal Branding model and practical related tools, that provide an excellent framework and roadmap for building a strong authentic Personal Brand, which is in harmony with your dreams, life purpose, values, genius, passion, and with things what you love doing. ?Hubert Rampersad has provided a sorely needed guidebook for knowledge workers. He shows us all how to build our own personal brand ? and just as important ? how to persuasively communicate this brand to the world?.I love his focus on authenticity. ?My request to you, the reader, is ? make this book part of your life. ?Don?t just read this book for its ? interesting? content. ?Don?t be content..



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