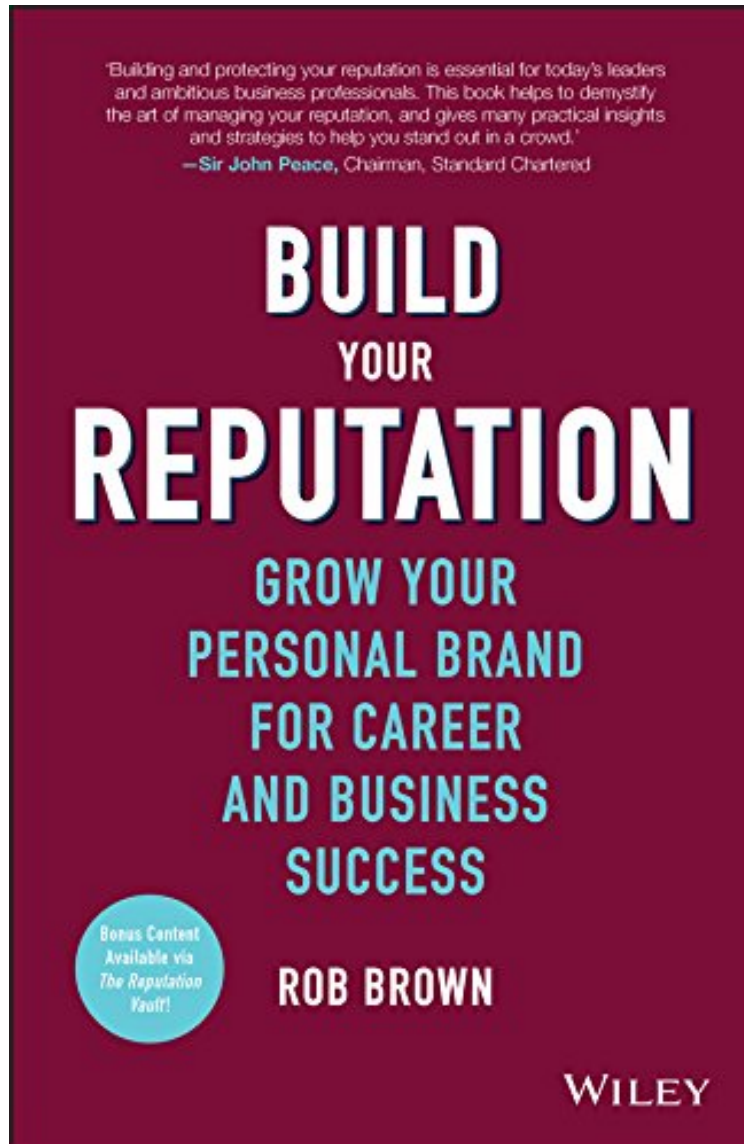


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# Build Your Reputation: Grow Your Personal Brand for Career and Business Success

*Rob Brown*

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**Rob Brown : Build Your Reputation: Grow Your Personal Brand for Career and Business Success** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Build Your Reputation: Grow Your Personal Brand for Career and Business Success:

Stop being a well-kept secret and start being the go-to choice Your reputation is what people say about you when

you're not there. It's your most powerful asset for business growth, career enhancement and freedom of choice in many aspects of life. Yet too many people leave it to chance. They are a well-kept secret ndash; it's not enough to be the best, you have to be seen to be the best. Build Your Reputation will show you how to master the skills of brand-building to develop a powerful profile and a formidable name. You'll learn how to identify your brand and where it fits into the big picture, and then you'll learn how to become the obvious choice for whatever it is you do. Becoming known isn't a matter of chance, nor is it a matter of luck ndash; it's a practical set of highly coachable skills that anyone can learn. Learn how to build credibility, connect with the right people and make your achievements known. Identify and build your personal brand Position yourself strategically for maximum impact Attract the right relationships and the right attention Become the go-to guru for whatever you do The highest-paid people in any company, industry or profession are not necessarily the most qualified, gifted or best. They're the most popular. They are liked, trusted, recommended, chosen, hired and introduced. Build Your Reputation gives you the inside track to the top, with practical wisdom and strategic advice for building your own brand.