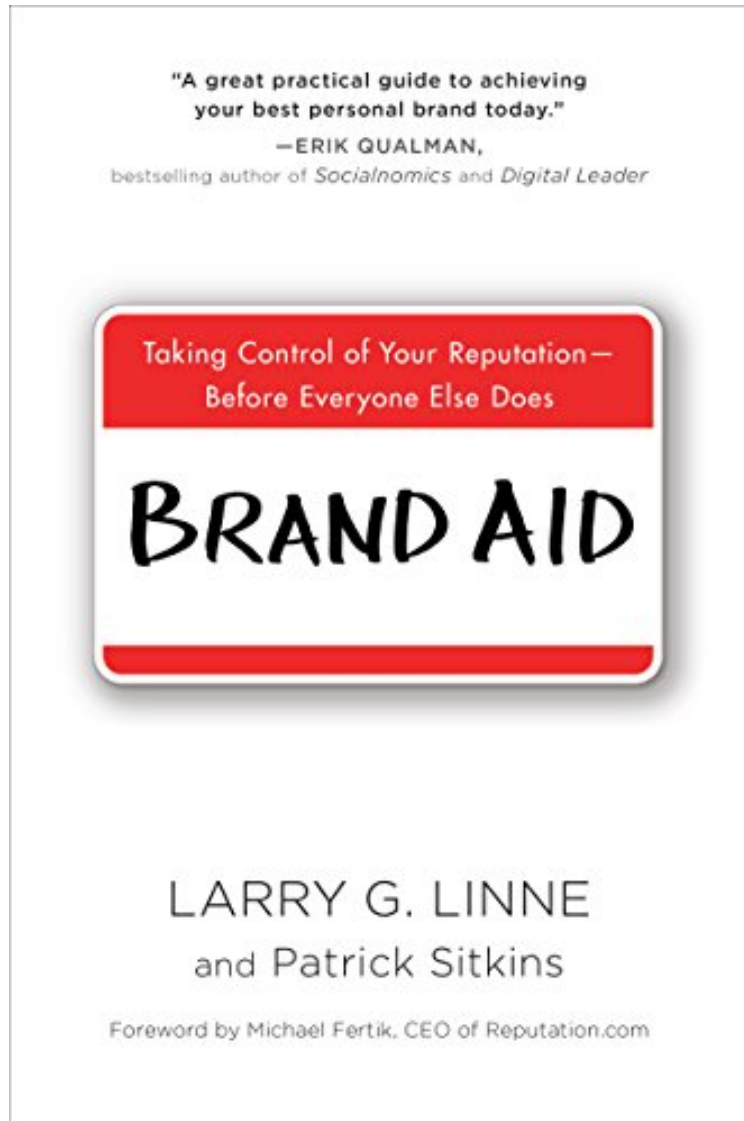


(Download) Brand Aid: Taking Control of Your Reputation--Before Everyone Else Does

Brand Aid: Taking Control of Your Reputation--Before Everyone Else Does

Larry G. Linne, Patrick Sitkins

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Larry G. Linne, Patrick Sitkins : Brand Aid: Taking Control of Your Reputation--Before Everyone Else Does before purchasing it in order to gauge whether or not it would be worth my time, and all praised Brand Aid: Taking Control of Your Reputation--Before Everyone Else Does:

0 of 0 people found the following review helpful. Extremely helpful with branding in so many ways!!By Brian FloodOther reviews are spot on about the value of Brand Aid. Larry and Patrick deliver a fantastic, enjoyable read that provides many helpful ways to manage both your personal and professional brand. By weaving in stories from the

experiences in his own home Larry also enlightens the reader on ways to help your children manage their personal brands. I plan to make this required reading for my children so they understand social media, their social circles, and how to manage their personal brands. Many pages of Brand Aid provide practical guidance and I have earmarked them for reference as I manage my personal, business and the children's brands. I highly recommend Brand Aid. 0 of 0 people found the following review helpful. Essential for growthBy allison brunovszkyReading this book made me think of all the times that I experienced branding unconsciously and has challenged me to make it a life strategy0 of 0 people found the following review helpful. The perfect personal branding primerBy Lynne L. WallaceThis book does an excellent job. It shows you how your reputation translates into a personal brand. I love the fact that it teaches you the importance of managing your brand both online and off...and how to do it most effectively. Larry and Pat do a great job infusing personal stories to make it a fun, easy read. Thanks guys for writing this book.

Now in paperback: Hands-on strategies for creating and protecting your personal brand (yes, you have one) Think branding is just for large corporations, marketing directors, and cows? Think again. Each one of us has a brand; a personal brand, how others see us; which is shaped by what we do, say, write, and otherwise present ourselves to others. We can't fully control how others see us (smart, capable, compassionate, creative, fair). But many of us don't even try. That is, we don't take a moment to think about how we WANT to be perceived, and then take a few simple steps to bolster that impression with purposeful action. BRAND AID isn't a book about manipulating others, putting on airs, or saying things you don't really mean. It IS about using our words and actions mindfully, whether they take place in a conference room, PTA meeting, dinner party, Facebook comment thread, or anywhere else. Using clear examples from businesses, families, and more, this straightforward guide presents essential advice for anyone who wants to succeed in today's competitive and interconnected world.

"A must-read guide to understanding the most important issue of our digitally connected world—your personal brand." —Mitch Throer, Co-Founder, Active.com, Founder, BUMP.com and Events.com
"Personal branding books are flooding the marketplace. So, why in the world do we need one more? Because this is the only book on personal branding that you will ever need. This well-written, straight-forward informative book demystifies the dark arts of branding and lays them bare for the everyman without the brand witch doctor mumbo-jumbo. Brand Aid uses examples from our everyday lives to help you to quickly develop a solid foundation of fundamentals that you can immediately apply to your personal and professional brand. It strikes the perfect balance between practical advice and knowledge that will allow you to adapt and evolve your brand for the rest of your life." —Steve Farnsworth, Executive Director, Silicon Valley Brand Forum, and a Top 50 Social Media Power Influencers in the world according to Forbes magazine
"A deep dive into a complex topic which offers real world advice. A powerful must-read for anyone anywhere." —Alexander Boylan, Executive Producer, Around the World Productions and Winner of The Amazing Race 2
"This is a book that needs to be read by anybody in business that wants to make a difference. If you think personal branding is the social media equivalent of bragging, get over it." —Mike Natalizio, CEO HNI
"A great practical guide to achieving your personal best today." —Erik Qualman, bestselling author of Socialnomics and Digital Lead
About the Author: Larry G. Linne is the CEO/president of Sitkins International and Intellectual Innovations. Patrick Sitkins is a partner and managing director at SiliconCloud, which is a leading global digital marketing firm.