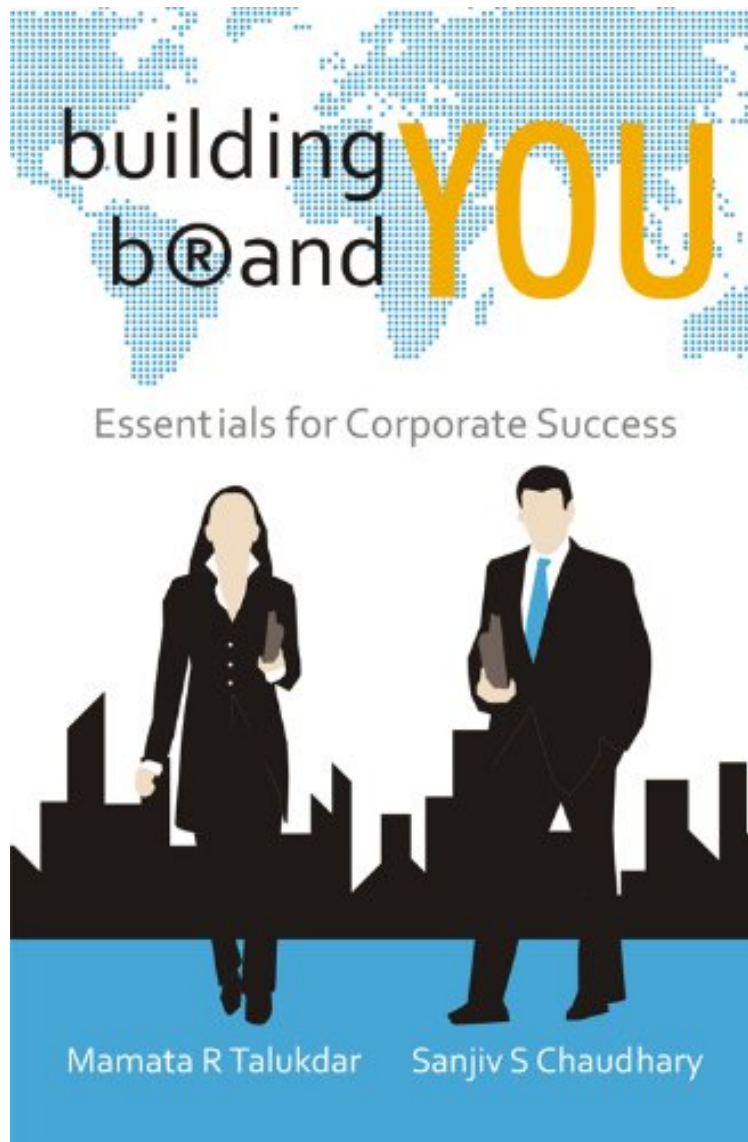


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Building Brand You

Mamata R Talukdar, Sanjiv S Chaudhary
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Mamata R Talukdar, Sanjiv S Chaudhary : Building Brand You before purchasing it in order to gage whether or not it would be worth my time, and all praised Building Brand You:

A self-help book about making a good impression in the corporate world Building brands YOU! Is a self-help book. Every professional is a BRAND and like any brand, one goes through various tests for the ultimate position in the market. In today's business world everyone is observed at all times ndash; by peers, seniors and juniors. Every

interaction, gesture, reaction and action, tends to create an impression in the corporate world. Hence every situation is an opportunity to market oneself and create a brand. There are many situations at a workplace that may seem utterly insignificant, but when it comes to climbing up the corporate ladder, they need serious attention. This book addresses many common bloopers committed by professionals; various dilemmas faced by fresh employees; and thus this book is an ultimate guide for business school students before they join corporate jobs. This book provides practical and thoughtful insights about the art of creating an everlasting impression and gaining the loyalty of people and companies.