
Marca personal. Cómo convertirse en la opción preferente

Personal branding. How to become the preferred option

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What is a brand? According to the dictionary it is an indelible mark. It's that simple. Well, what if we applied this concept to people? Can we differentiate ourselves to achieve and excel in a homogeneous world? To be the most valued? To be perceived as a reference? Ultimately, Is there a way to create Personal Brands?

The answer is yes. In fact, there are people who have done so for centuries but did not put a name to it. In this book you'll learn how to do it in a scientific and systematic way.

Personal Branding is useful in any situation where there is a connection between people that meet mutual needs. In our society it is impossible to achieve anything without the help of others. So we need to learn to manage trust and the value the Personal Brand provides. This book explains how we can manage that relationship to help us achieve our personal and professional goals. Personal Branding helps us develop positioning strategies so as to occupy a preference place in the minds of others.

This book provides ideas and tools for professionals to learn to occupy a prominent place in the market, to become the experts everyone has to turn to. But also for anyone to make the best out of life by managing the perception that others have of them, starting with oneself.

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