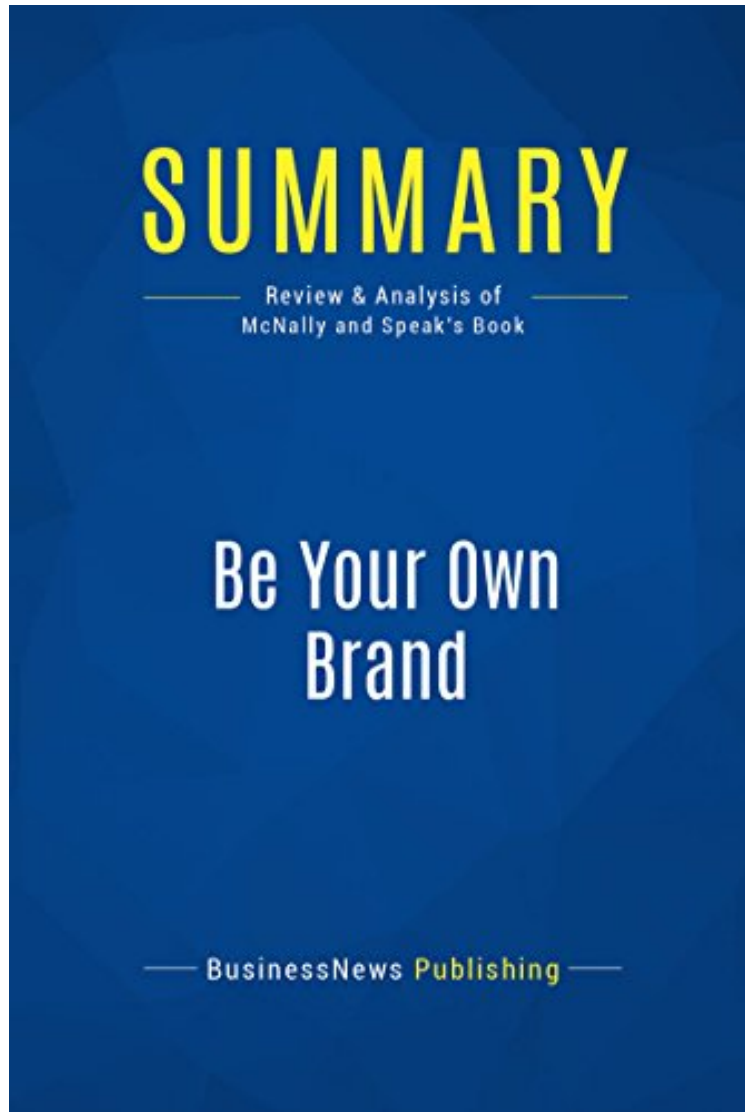


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BusinessNews Publishing : Summary: Be Your Own Brand: Review and Analysis of McNally and Speak's Book before purchasing it in order to gage whether or not it would be worth my time, and all praised Summary: Be Your Own Brand: Review and Analysis of McNally and Speak's Book:

The must-read summary of David McNally and Karl Speak's book: "Be Your Own Brand: Achieve More of What You

Want by being More of Who You Are". This complete summary of the ideas from David McNally and Karl Speak's book "Be Your Own Brand" highlights the importance of developing one's own personal brand. Companies know and understand the importance of building their brands, and people should do precisely the same thing. Strong brands are fueled by loyal, lasting relationships, consistent service and added value. This summary will point to the key components that should be involved in your personal brand and uses real life examples and a series of probing questions to give you the tools to define your personal brand, as well as the confidence to use it at work and at home. Added-value of this summary:

- Save time
- Understand key concepts
- Increase your business knowledge

To learn more, read "Be Your Own Brand" and define the brand that suits you.