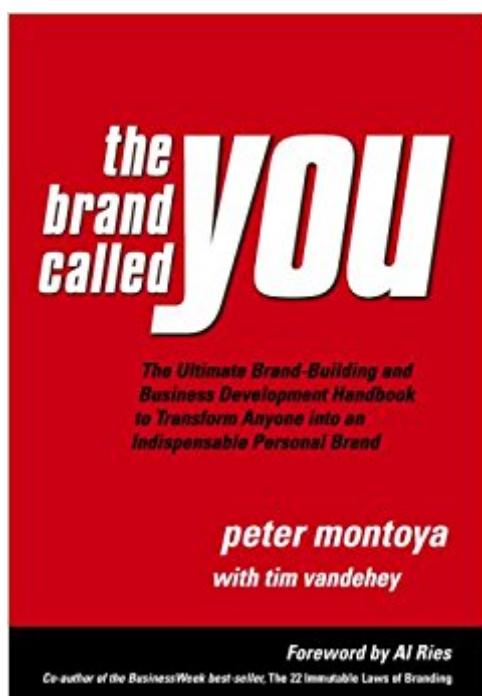


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The Brand Called You: The Ultimate Personal Branding Handbook To Transform Anyone Into An Indispensable Brand



Synopsis

Peter Montoya is the recognized leader in Personal Branding and The Brand Called You is the definitive work on Personal Branding. Want to make money with less work? Create a Personal Brand that tells customers how you're different from your competition and build your relationships with them daily. The Brand Called You is the ultimate resource for building your Personal Brand, one that sells you, not your product or company. With action plans, insight and case studies, The Brand Called You is your guidebook to getting the best customers, growing your business, and making more money.

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Peter Montoya is the founder and president of Peter Montoya Inc., an advertising agency, and is the author of The Personal Branding Phenomenon, coauthor of The Brand Called You, and publisher of the magazine Peter Montoya's Personal Branding. He is a renowned trainer who conducts more than 100 seminars annually on transforming professionals and entrepreneurs through personal branding. He lives in Corona del Mar, California.

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