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The simple guide to managing your personal brand, a vital element of success in the professional world. **Personal Branding for Dummies, 2nd Edition** is your guide to creating and maintaining a personal trademark by equating self-impression with other people's perceptions. This updated edition includes new information on expanding your brand through social media, online job boards, and communities, using the tried and true methods that are the foundation of personal branding.

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Packed with plain-English advice and step-by-step instructions, **Branding For Dummies** covers assembling a top-notch branding team, positioning your brand, handling advertising and promotions, avoiding blunders, and keeping your brand viable, visible, and healthy. Whether you're looking to develop a logo and tagline, manage and protect your brand, launch a brand marketing plan, fix a broken brand, make customers loyal brand champions—or anything in between—**Branding For Dummies** makes it ...

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Branding for Dummies is packed with user friendly information. There are a lot of tips on how to brand your company, whether it is a "brick and mortar" company or an online business. It gives you a "step-by-step" solution and includes everything you need to know to build your brand. Step 1: Decide what you're going to brand. Step 2: Do your research.

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"**Branding For Dummies** is newly updated and covers everything from explaining that you likely have a brand (even if you think you don't) to branding in the digital age and using social media to engage with your customers. There are lists galore, including one to see if your brand is aging and in need of revitalizing and another to help you write a brand launch marketing plan."

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Branding is the process that aligns the opinions people hold about your brand with the set of thoughts you want them believe and trust. As you

develop your brand, follow these steps, in this order: Determine what you're branding and whether your brand will be your one and only or one of several brands in your organization.

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