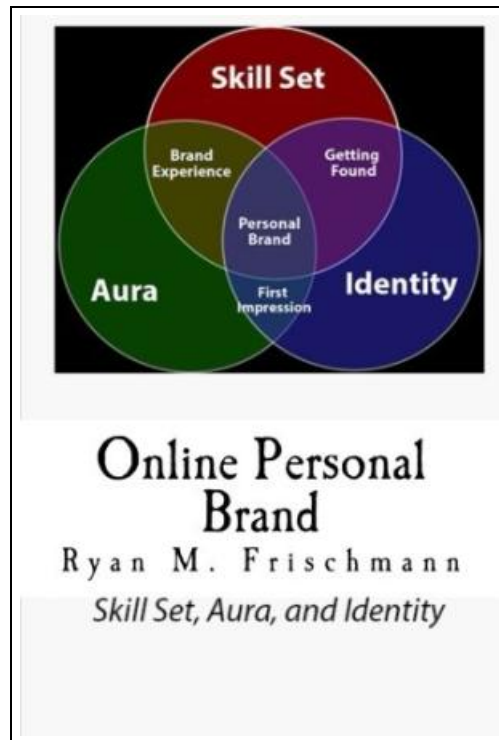# Online Personal Brand: Skill Set, Aura, and Identity

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Reviews

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(Jeanette Kreiger)

ONLINE PERSONAL BRAND: SKILL SET, AURA, AND IDENTITY

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Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Online personal branding is a requirement for all professionals. The common argument of the experts is: you have a digital footprint - in social media and on the internet - so people are already making impressions of you. Take control of their perceptions. More importantly, you have an opportunity to proactively project your personal brand onto networks. Two other advantages of personal branding are that it forces you to be visionary of your career goals and helps you land favorable employment. This books shares a functional angle to personal branding that is refreshingly simpler than the traditional marketing angle. The definition of an online personal brand is the combination of a skill set, an aura, and an identity, and there is discussion where the concepts overlap.

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