



Be Your Own Brand: Achieve More of What You Want by Being More of Who You Are

By David McNally, Karl D Speak

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NEW EDITION, REVISED AND UPDATED

In this second edition of their classic book on personal brand David McNally and Karl Speak show that developing a personal brand is not about constructing a contrived image. Rather, it is a process of discovering who you really are and what you aspire to be. The hallmark insight of this new edition is that the best way to establish a strong and memorable brand is to make a positive difference in the lives of others through making lasting impressions that build trusting relationships.

McNally and Speak take you through the process of identifying the key components of your brand, conveying that brand to the world, checking how closely your brand aligns with important relationships in your life—particularly your employer—and assessing your progress along the way. This thoroughly revised and updated edition features new material on how to use social media to build a powerful personal brand and case studies of individuals whose personal brands have changed the world.

"Squarely delivers where other books have left off by creating a genuine self-understanding and a strong picture of the person you are and want to become to create real sustainable personal change."

--Stephen Weiss, Former President EDMC Online Higher Education and Former President and COO Capella Education Company

"A strong personal brand is paramount for effective leadership. Be Your Own Brand is a powerful and practical guide for building deep and meaningful relationships."

--Perry Cantarutti, Senior Vice President, Europe, Middle East, Africa, Delta Air Lines

"Be Your Own Brand, when applied within a business organization, has the power to accelerate the pace of organizational brand development tremendously."

--Taras K. Rebet, President, West Europe, Otto Bock HealthCare GmbH

“From this book you’ll experience deep introspection and discover your own brand which will surely ignite personal and professional growth.”
--Heather Backstrom, Employee Development Manager, Moog, Inc. – Aircraft Group

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- Sales Rank: #119292 in Books
- Brand: Brand: Berrett-Koehler Publishers

- Published on: 2011-01-10
- Original language: English
- Number of items: 1
- Dimensions: 8.62" h x .49" w x 5.50" l, .49 pounds
- Binding: Paperback
- 168 pages

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Editorial Review

Review

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From the Inside Flap

Living Your Personal Brand – The Key to Enduring Individual and Business Success

Brand building is typically identified with businesses, but personal and professional relationships can also be seen—and managed—by these practical and proven techniques. It's not enough to simply paste on a superficial veneer. Brands, like special relationships, are real and make a difference. Just as the greatest business brands succeed through authenticity, your personal brand must reflect a sense of purpose, vision and values that truly embodies the real you.

David McNally and Karl Speak will show you how to create just such a personal brand. Using powerful techniques refined in the heat of business competition, they'll guide you in defining and building a personal brand that is strong because it is distinctive, relevant, and consistent. A strong personal brand will enrich you personally as well as professionally. This book provides:

- An in-depth understanding of the principles of successful brand building—in any context
- Practical tools to build and manage powerful relationships in all aspects of your life
- Strategies for aligning your personal brand values with your employer's brand values and making brand building a successful endeavor for you and the organization
- Advanced personal brand management techniques to help you stay on course as you continually refine and improve your unique personal brand.

Personal brand management will help you become more successful by building special relationships that allow you to get credit for who you really are and what you believe in. By daring to be your own brand you get to be more of who you are, not less – the most authentic strategy for success throughout your life.

“Be Your Own Brand gets right to the heart of how people can become a powerful, creative force in their own lives.”

—Bill Rutherford, Chief Financial Officer, Eastern Group, Hospital Corporation of America

Be Your Own Brand David McNally and Karl Speak start from the premise that a brand is a relationship, not a statement. And a personal brand is a special type of relationship, fueled by a strong belief system and tied to an emotional connection. Companies and products with strong brands are always the most successful in their industries. Strong, enduring personal relationships are every bit as sound and satisfying. Using the proven principles of successful brand building, McNally and Speak will show you how to build the kind of enduring, resilient relationships that can drive personal as well as professional success.

In an accessible style, Be Your Own Brand presents a new and compelling brand-development model—“personal brand management”—to help you succeed by building on your own unique values and beliefs. These “branded” relationships will let you be more of who you are, not less, in all facets of your life. And Be Your Own Brand will help you create relationships that, like the best brands in the world of business, truly stand the test of time. This innovative brand development approach will also benefit companies and organizations of all types by harnessing the power of the individual to ignite the collective brand building power inside the organization.

David McNally is a best selling author, an internationally acclaimed speaker, and an award-winning film producer. He is the author of the bestselling *Even Eagles Need a Push: Learning to Soar in a Changing World* and *The Eagle’s Secret: Success Strategies for Thriving at Work and in Life*. He has spoken before such organizations as Merrill Lynch, The Washington Post, Unisys, Dun & Bradstreet, Honeywell, American Express Financial, State Farm Insurance, and Amway.

Karl D. Speak is president of Beyond Marketing Thought, a global brand management consulting firm. In addition to his many consulting assignments, his Executive Branding Workshops™, seminars, and keynotes help take the mystique out of brand management issues for audiences representing every size, scale, and type of business. He writes regularly for magazines ranging from *Design Management Journal* to the *Journal of Health Care Marketing*. He has taught in MBA programs from the University of Minnesota to London’s renowned University of Westminster. His client list includes industry leaders like Target Corporation, Wall Street Journal, Stanley Tool Works, Skandia, Pillsbury, FedEx, US Bancorp Piper Jaffray, Sony, American Express, Cargill, Sara Lee, 3M, Honeywell.

About the Author

David McNally has enjoyed an extensive international business career and is among an elite group of recipients elected into the Speaker Hall of Fame by the National Speakers Association (NSA). David is also the author of the bestselling books *Even Eagles Need a Push: Learning to Soar in a Changing World* and *The Eagle’s Secret: Success Strategies for Thriving at Work and in Life*. Now as the president of TransForm Corporation, David and his team work with many of the world’s most successful companies preparing their employees to compete in an ever more complex future. Clients include Abbott, Ameriprise, Carlson Wagonlit Travel, Delta Airlines, Fidelity, Gartner, Otto Bock, Perkin Elmer, Pulte Homes, and Thrivent Financial.

Karl D. Speak has earned a global reputation for his proven and unconventional approach to using brand as an innovative customer-centric leadership platform. Through Brand Tool Box, Ltd., the company he founded in 1984, Karl’s pioneering work on personal and organizational brand alignment has created a breakthrough framework for implementing internal brand-building and customer-centric organizational development programs being used by organizations in every industry around the world. In addition to his consulting

practice, Karl is a bestselling author and sought-after speaker. Karl has taught in the MBA programs at University of Minnesota, Saint Thomas University, and has been a guest lecturer at University of Westminster in London, Capella University, and ESADE University in Madrid, among others.

Users Review

From reader reviews:

Amber Payne:

Do you have favorite book? Should you have, what is your favorite's book? Guide is very important thing for us to be aware of everything in the world. Each guide has different aim or goal; it means that guide has different type. Some people feel enjoy to spend their time to read a book. They may be reading whatever they have because their hobby is definitely reading a book. Why not the person who don't like looking at a book? Sometime, particular person feel need book when they found difficult problem as well as exercise. Well, probably you will require this Be Your Own Brand: Achieve More of What You Want by Being More of Who You Are.

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Jesus Moreno:

As a student exactly feel bored to reading. If their teacher asked them to go to the library as well as to make summary for some publication, they are complained. Just tiny students that has reading's soul or real their leisure activity. They just do what the professor want, like asked to the library. They go to generally there but nothing reading very seriously. Any students feel that looking at is not important, boring and also can't see colorful photographs on there. Yeah, it is for being complicated. Book is very important in your case. As we know that on this period of time, many ways to get whatever you want. Likewise word says, many ways to reach Chinese's country. So , this Be Your Own Brand: Achieve More of What You Want by Being More of Who You Are can make you feel more interested to read.

Jose Hackler:

What is your hobby? Have you heard this question when you got pupils? We believe that that concern was given by teacher for their students. Many kinds of hobby, Everybody has different hobby. And you also know that little person just like reading or as looking at become their hobby. You need to know that reading is very important in addition to book as to be the factor. Book is important thing to incorporate you

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