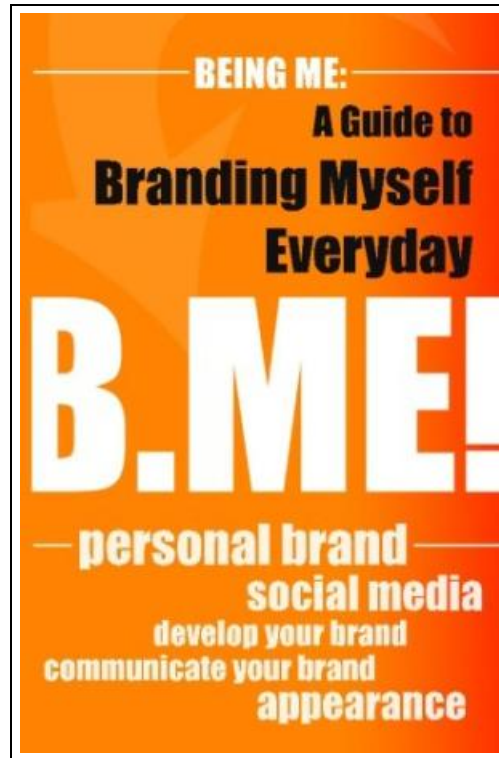


Being Me: A Guide to Branding Myself Everyday (Paperback)



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Reviews

I actually started off looking at this pdf. It is one of the most amazing pdf i have got read. Once you begin to read the book, it is extremely difficult to leave it before concluding.

(Milford Donnelly)

BEING ME: A GUIDE TO BRANDING MYSELF EVERYDAY (PAPERBACK)



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Amira Shiraz, United States, 2011. Paperback. Condition: New. Holly M Staub (illustrator). Language: English . Brand New Book ***** Print on Demand *****.Too often, high school students, student athletes and college students exhibit behaviors that are detrimental to their chances of being offered admission to college, scholarships or employment opportunities. The problem is, they don't even know what they are doing wrong. But if they were taught how to handle different situations, how to look at themselves as a brand that is appealing to universities and employers alike, many of these behaviors could be modified and eliminated altogether. With this in mind, Amira Shiraz has created a fun how-to guide that will bring about the necessary change in their perceptions and awareness. A creative, practical, and engaging how-to book that teaches the basics of personal branding in an accessible, easy to understand manner, Amira's guidebook elevates her mantra Branding Myself Everyday (B.ME!) into a codified set of principles that will help change students' lives. By giving them techniques and advice on how to create a concise image for themselves and how to follow through, Amira empowers students with the knowledge and skills that can turn an unfulfilling, mundane life into the life of their dreams. Consisting of six chapters, B.ME walks readers through the simple steps of self-branding: (1) What is a Personal Brand?, (2) Your Personal Branding Arsenal, (3) Developing Your Brand, (4) Communicating Your Brand, (5) Appearance, and (6) Social Media. Each chapter gives an overview page of what students will learn, and features a bold image of a strong, relatable brand. This is followed by informative and fun graphics, examples, quotes and timeouts. At the end of every chapter there is a wrap-up and exercise page similar to a student workbook, created to encourage students...



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