



The Brand Called You: Make Your Business Stand Out in a Crowded Marketplace

By Peter Montoya, Tim Vandehey

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The international bestseller-now updated for an even bigger, brand-savvy market

Self-published in 2005, this step-by-step guide for professionals looking to develop a strong company brand has become an international sensation, selling more than 65,000 copies worldwide and hitting #3 on Japan's business bestseller list. This invaluable guide teaches you the vital principles and skills of personal branding, including how to craft an emotionally resonant branding message, create top-quality branding tools, and attract a constant flow of business.

“Montoya's Personal Branding ideas are going to change how business owners and professionals promote themselves.”-Robert G. Allen and Mark Victor Hansen, coauthors, *The One-Minute Millionaire*

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