



Summary: Be Your Own Brand - David McNally and Karl Speak: Achieve More of What You Want by Being More of Who You Are

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Complete summary of David McNally and Karl Speak's book: "Be Your Own Brand: Achieve More of What You Want by being More of Who You Are".

This summary of the ideas from David McNally and Karl Speak's book "Be Your Own Brand" highlights the importance of developing one's own personal brand. Companies know and understand the importance of building their brands, and people should do precisely the same thing. Strong brands are fueled by loyal, lasting relationships, consistent service and added value. This summary will point to the key components that should be involved in your personal brand and uses real life examples and a series of probing questions to give you the tools to define your personal brand, as well as the confidence to use it at work and at home.

Added-value of this summary:

- Save time
- Understand key concepts
- Increase your business knowledge

To learn more, read "Be Your Own Brand" and define the brand that suits you.

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