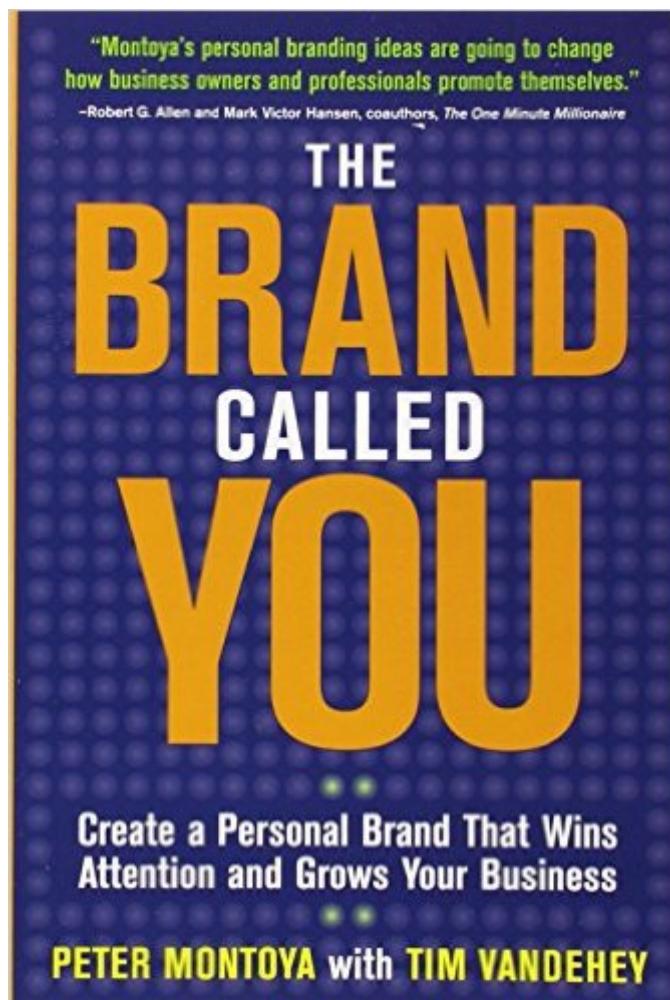


The book was found

The Brand Called You: Make Your Business Stand Out In A Crowded Marketplace



Synopsis

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*

Book Information

Paperback: 288 pages

Publisher: McGraw-Hill Education; 1 edition (October 24, 2008)

Language: English

ISBN-10: 0071597506

ISBN-13: 978-0071597500

Product Dimensions: 6 x 0.7 x 9 inches

Shipping Weight: 13.6 ounces (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars [See all reviews](#) (18 customer reviews)

Best Sellers Rank: #63,512 in Books (See Top 100 in Books) #19 in Books > Business & Money > Marketing & Sales > Marketing > Product Management #65 in Books > Business & Money > Small Business & Entrepreneurship > Marketing #3117 in Books > Mystery, Thriller & Suspense > Mystery > Women Sleuths

Customer Reviews

What I really like about this book are: 1) The inspirational personal brand stories, where we learn how now-famous personalities used their personal brand to leverage their growth. 2) Specific action steps--what can be done today, what can be done in a week, etc.--a reader can take to slowly build a personal brand. While a lot of the activities aren't new, Montoya and Vandehey structure the book's contents like a personal branding program or workshop. As a reader goes through each chapter, a different set of activities are offered for implementation. My advice to Montoya and Vandehey is to release a *The Brand Called You* action diary for 2010, with each month preceded by action steps as detailed in the book.

I got this book as part of my research of a "personal branding" topic. Out of tens of books that I read, this one was the only one focusing on not only personal branding, but business branding. I loved it! Full of very ACTIONABLE tips, great advice, wonderful examples, it is an easy read and actually rather captivating. If you own a small business or thinking of owning one in future, it is truly a must read for you! Let this book help you delight your customers (and focus on the right ones!), market your business correctly and most importantly grow it.

I saw a copy of the first edition (2003) and liked it, then learned of the 2009 edition that I bought for several of my friends. The Brand Called You: The Ultimate Personal Branding Handbook to Transform Anyone into an Indispensable BrandMy friends have intuitively used some of the branding ideas in establishing their businesses but this book offers a good review of all the ideas that will help in branding for success. This book is worth every penny for anyone who wants to stand out in the crowd of their chosen profession or business.

This book is pretty outdated when it comes to information. Or perhaps its talking to someone who has no clue at all. The format is quite boring to read, and you loose interest easily.

I disagree with one of the previous reviews about The Brand Called You being a pitch for Peter Montoya's services. I read the book and not once does it seem like a come-on for a marketing agency. Instead, I found it to be a refreshing, candid and practical guide to making some kind of sense of the idea of branding--which frankly, can be wildly confusing and cost a lot of money if you don't do it right. In my business, I've already stopped some of the dumb things I was doing and implemented several of Peter's "Things you can do in a day" and "Things you can do in a week." I think anyone with a professional practice or a business can benefit from reading this book...if nothing else, to get validation of what they're already doing right!

a lot of great information but didn't move along like I would have liked. It seems to have a lot of filler

I have found this book to be extremely helpful in building my brand. It is so plain and easy to follow. I recommend this book to anyone that wants to have his or her brand solid.

Have not finished it yet, but great business tips, ideas and must do's for the self employed business owner. I would recommend a must read if you are in business for yourself.

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