



## Think Like a Brand: A 7-Step Strategic Brand Plan to Increase Your Career Satisfaction and Success (Paperback)

By Pamela J Green

Pamela J Green Solutions, 2015. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Have you seen YouTubers become successes seemingly overnight? Are you inundated with images of instant fame and fortune achieved through reality television? Have you heard stories of people rising from homelessness to celebrity? Have you seen all this and wondered, why not me? If you are looking for innovative ways to leverage your talent or get tapped for cool assignments and promotional opportunities in your career, this book will help you enjoy sustainable success patterned after the prosperity of celebrity brands you read about every day, including Steve Harvey, Taylor Swift, and BeyoncE to name a few. From these famous brands you can learn how to update your brand to pop out of the pack and build a compelling personal brand that will fuel your upward career mobility. Raised without a silver spoon, no college fund, no wealthy relatives, Pamela built her career on a solid foundation of credibility and competency, leading from one career opportunity to another. It wasn't until Pam faced overwhelming career challenges threatening her personal brand that she decided to take the leap and launch out...



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