

The new guide to creating a more successful self:

"Packed with dozens of worksheets and real-life examples from companies such as Volvo, Starbucks, and L.L. Bean, as well as high-profile celebrities and down-to-earth people..."

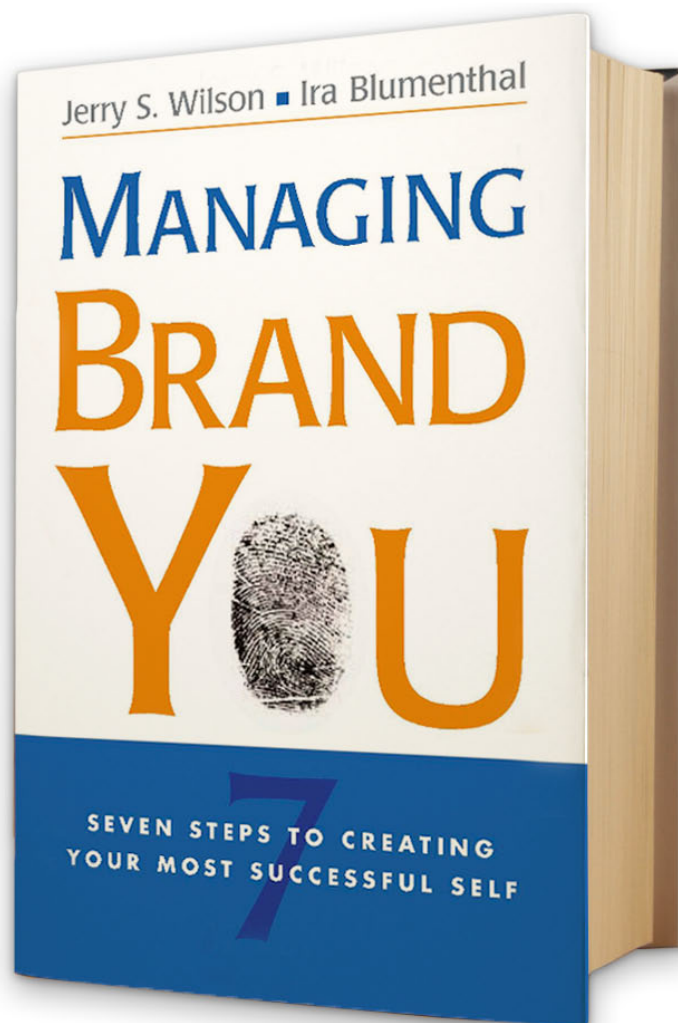
-AMACOM

"Wilson and Blumenthal expound on the rewards of identifying and reinforcing a consistent individual brand in this pragmatic self-help book."

-Publisher's Weekly

"A step-by-step guide for conducting a self analysis, creating a unique identity, defining their objectives, discovering their passions, creating a plan, putting that plan into action, and monitoring their progress."

-American Management Association



“The perfect personal-branding handbook.”

Jerry S. Wilson

Senior Vice President of

The Coca-Cola Company



For over three decades, Jerry has established himself as a business leader who is committed to success through his focus on people development. This skill, combined with his expertise in strategic planning, brand management, customer value creation and operational execution, has delivered significant results throughout his extensive career in the field of consumer goods.

Managing Brand YOU and the 7-step process represent the result of Jerry's experience and time spent perfecting the application of marketing principles to individuals, helping them to identify what makes them unique and communicate it in a way that ensures their success.

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Ira Blumenthal

President of

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Ira Blumenthal is the president of CO-OPPORTUNITIES, Inc., an Atlanta-based consulting company that has counseled world class clients such as Coca-Cola, Nestle, Kroger, McDonald's, Harrah's, American Airlines, Disney, United Artists, Marriott, Exxon, Wal*Mart and others in areas related to branding, strategic alliances, marketing, change management, re-invention and success.

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