



Turn
Your
Unique
Talents
into a
Winning
Formula

BRAND YOU

JOHN PURKISS & DAVID ROYSTON-LEE

'Original insights in a concise format – *Brand You* is an inspiring read.'

BB Cooper, composer

'This is a really important book to help you discover your uniqueness and how that contributes to the world.'

Nick Williams, author of The Work You Were Born to Do and co-founder of inspired-entrepreneur.com

'Not only does this book set the context for why personal brand-building is more important than ever. It also has well-structured, insightful and practical words on what to do about it.'

Theresa Wise, founder, T Wise Consulting

'*Brand You* is a great book that reflects the age where, to be your best, you need to have a personal brand. If you want to be the first choice on people's list of business contacts, then read *Brand You*.'

Peter Cook, author of Sex, Leadership and Rock'n'Roll and Best Practice Creativity

'People often don't think enough about the impact they have on others, and how they are perceived. This book shows you how to ensure that people's perception of you fits reality. You will have far more impact, which will help you to build a successful career.'

Amanda Alexander, partner, Stork & May

'A refreshing, insightful and practical guide to managing your most important product – you! Essential reading for anyone who wants to succeed.'

Ranjan Singh, internet entrepreneur, CEO of isango.com

Brand You

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