



Powering Up Your Inner Brand : Defining the Authentic `You` for Job and Career

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Have you been passed over for that job you wanted? Are your networking skills lacking? Are you stumbling with your elevator speech? Powering up your inner brand, defining the authentic you for job and career, will provide insightful, thought provoking ideas to help you tap into unknown realms and talents within. Taken from actual stories and experiences, you can learn about what makes a personal brand, how you articulate your unique message so that others can relate to it.

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