



The Brand Called You: The Ultimate Brand-Building and Business Development Handbook to Transform Anyone into an Indispensable Personal Brand

By Peter Montoya, Tim Vandehey

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Establishing a Personal Brand and riding it to personal wealth and professional success is more than a matter of polished business cards or wearing the right suit, as some branding mavens would have us believe. Personal Branding is who we are, authentically and without anything held back, crafted and communicated in a way that maximizes our influence with the people who can make us successful. This is the focus of The Brand Called You, the most authoritative resource to date on what makes Personal Branding effective, the principles behind the success of any brand, and the strategies any business owner can use to become the inevitable choice for anyone seeking a product or service.

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Editorial Review

Review

"If you have a special message to share with the world the ideas behind Personal Branding are absolutely essential." -- *Wyland, environmental artist, Wyland Worldwide*

"Nothing cuts through the noise and clutter of today's advertising like Personal Branding. It's the supreme way to get noticed." -- *Wally Amos, author of The Cookie Never Crumbles, Uncle Wallys Muffins, and Aunt Della's Cookies*

"Peter Montoya is becoming one of the great experts on Personal Branding. The Brand Called You is testimony to that!" -- *Stedman Graham, businessman, author, educator*

"Peter Montoya's Personal Branding ideas are going to change how business owners and professionals promote themselves." -- *Robert G. Allen and Mark Victor Hansen, co-authors, The One Minute Millionaire*

About the Author

Peter Montoya is the founder and president of Peter Montoya Inc., an advertising agency, and is the author of The Personal Branding Phenomenon, coauthor of The Brand Called You, and publisher of the magazine Peter Montoya's Personal Branding. He is a renowned trainer who conducts more than 100 seminars annually on transforming professionals and entrepreneurs through personal branding. He lives in Corona del Mar, California.

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Ruth Powers:

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James Alvarez:

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