



The Leader s Edge: Using Personal Branding to Drive Performance and Profit

By Susan Hodgkinson

iUniverse, United States, 2005. Paperback. Book Condition: New. Trade Pbk.. 214 x 149 mm. Language: English . Brand New Book ***** Print on Demand *****.Have you ever wondered what comes to mind for your boss, your customers, or your colleagues when your name is mentioned? Every leader, at every level, has a personal brand-an operative reputation. Your brand impacts your ability to achieve extraordinary results, and it either fuels or derails your long-term career success. Your brand consists of a complex set of characteristics and dynamics that play out in thousands of scenarios each workday. The Leader s Edge provides a clear, practical framework that will allow you to understand what your brand is, how it plays out every day, and how you can seize control of it to positively impact your career choices. Author Susan Hodgkinson presents a proprietary, result-based methodology, the 5 P s of Leadership Brandsm, which has been used in coaching and leadership development programs for thousands of professionals, from the Fortune 50 to significant nonprofit organizations. Hodgkinson s proven methods have enabled thousands of successful people to increase their authority, their significance to their organizations, and ultimately, their control over their professional destiny. Everyone has...



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