



Discover Your CEO Brand: Secrets to Embracing and Maximizing Your Unique Value as a Leader

By Suzanne Bates

McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, Discover Your CEO Brand: Secrets to Embracing and Maximizing Your Unique Value as a Leader, Suzanne Bates, Ride your personal brand to the highest level in your field! "A combination of inspiration and utility. A must-read for leaders, entrepreneurs, or anyone who wants to harness the power of their own personal brand." --DONNY DEUTSCH, television host and Chairman, Deutsch Inc. "Discover Your CEO Brand is an exploration into the art and science, heart and soul, and woof and warp of leadership. The examples are compelling, the reasoning impeccable, and the motivation irresistible." -- ALAN WEISS, Ph.D., author of Million Dollar Consulting and The Consulting Bible "I believe strongly that you cannot become a leader in an organization that operates in contrast to your personal values. With the advice provided in Suzanne's book, I am confident readers will find the match that works best for them." --JONATHAN RECKFORD, CEO, Habitat for Humanity International "Whether you are already a famous CEO with a well-established brand or just starting to craft that brand and its impact, this book is an excellent resource and guide. Suzanne Bates motivates all CEOs to develop their personal brand and..."



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