



#You: Build Your Personal Brand

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₹595 ISBN: 9788196294564

A strong personal brand does not come about by chance, it is the outcome of an endeavour towards creating and projecting the person you are. Just as a product needs active marketing and promotion to generate awareness and draw attention of potential buyers, a personal brand needs promotion to gain visibility and recognition amongst stakeholders.

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About the Author

Charu Sabnavis is a Director at Delta Learning, an HR consulting and training company. With a career spanning more than 30 years, she has headed human resources, learning and development at leading organizations.

