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The book was a useful reminder and a good checklist on personal brand building. If you are a new comer to the marketing and branding world it is a great starting point. 3.5 stars (from my perspective) Spoiler alert re my notes below: Personal Branding for Dummies Susan Chritton 2nd edition 2014 Author on Twitter: Susan Chritton

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A personal brand is more than just a business card and a resume. It should be exquisitely crafted to capture exactly the image you wish to project. Personal Branding For Dummies, 2nd Edition provides the information, tips, tricks, and techniques you need to do it right.

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