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## Top 5 Books For Ingenious Personal Branding | BrighterMonday

Mark Cijo ' s info-packed book is a great introduction to the task of “ personal branding. ” From the George Bernard Shaw quote that sets the tone ( “ Life isn ’ t about finding yourself. Lif is about creating

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yourself.” ) to solid tips for running a successful blog, Cijo ’ s advice is smart, succinct, and useful.

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Personal branding: What you need to know | reed.co.uk

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