



# Authentic Personal Branding: A New Blueprint for Building and Aligning a Powerful Leadership Brand

By Hubert K. Rampersad

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"In Authentic Personal Branding, Hubert Rampersad has provided a sorely needed guidebook for knowledge workers. He shows us all how to build our own personal brand-and just as important-how to persuasively communicate this brand to the world. . . . I love his focus on authenticity. . . . My request to you, the reader, is-make this book part of your life. Don't just read this book for its "interesting" content. Don't be content with a few "aha" moments. Make it part of your life planning-and ultimately part of your life! If you do, you can become a more integrated and successful person-and better enable your company to help you make a positive difference in our world!" - From the Foreword by Marshall Goldsmith Author of *What Got You Here Won't Get You There* "Hubert Rampersad has a knack for preparing comprehensive frameworks for analyzing important issues. . . . The four stage model that he suggests proposes an explicit way to turn a desired external identity into something concrete and actionable. . . . It's a wonderful step by step approach to making a desired brand explicit. . . . The mental models and their related investigative questions will help you know where you are today so you can get to where you want to be tomorrow. . . . This book offers an architecture to turn these ideas into action." -From the Afterword by Dave Ulrich Professor of Business, University of Michigan This book offers a new way to define, formulate and implement a sustainable, powerful, authentic, consistent, and memorable personal brand identity. Authentic Personal Branding entails a systematic and integrated journey towards self-awareness, joy, happiness, and marketing success, which is based on several new models, guidelines and tools that have been proven in practice. A way of life in conformity with this system results in flow; which is a journey into the inner self, where your genius, values, hopes, dreams and aspirations lie quietly waiting to be discovered. Taking the journey as an individual allows you to view your life objectively and authentically and provides a roadmap of your genius, dreams and aspirations translated into manageable and measurable milestones and improvement actions.

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#### **About the Author**

About the author Dr. Ir. Hubert K. Rampersad is an international consultant in the field of industrial engineering, industrial automation and robotics. He received his BSc. degree in Mechanical Engineering from Enschede Polytechnic (The Netherlands) and a MSc. degree in Mechanical Engineering from Delft University of Technology (The Netherlands), where he specialised in industrial automation and robotics. He received his PhD degree in 1993 in industrial Engineering and Management Science from Eindhoven University of Technology (The Netherlands). He has been involved in several projects dealing with concurrent engineering, logistics and industrial automation. He is also the author of about 30 technical articles.

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This book untitled Authentic Personal Branding: A New Blueprint for Building and Aligning a Powerful Leadership Brand to be one of several books that best seller in this year, honestly, that is because when you read this publication you can get a lot of benefit onto it. You will easily to buy this specific book in the book shop or you can order it by using online. The publisher on this book sells the e-book too. It makes you more easily to read this book, because you can read this book in your Touch screen phone. So there is no reason for you to past this reserve from your list.

##### **James Oliver:**

Spent a free time to be fun activity to accomplish! A lot of people spent their sparetime with their family, or their very own friends. Usually they undertaking activity like watching television, going to beach, or picnic

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