



# **Brand Aid: Taking Control of Your Reputation-- Before Everyone Else Does**

*Larry G. Linne, Patrick Sitkins*

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**Now in paperback: Hands-on strategies for creating and protecting your personal brand (yes, you have one)**

Think branding is just for large corporations, marketing directors, and cows? Think again. Each one of us has a brand – a personal brand, how others see us – which is shaped by what we do, say, write, and otherwise present ourselves to others.

We can't fully control how others see us (smart, capable, compassionate, creative, fair). But many of us don't even try. That is, we don't take a moment to think about how we WANT to be perceived, and then take a few simple steps to bolster that impression with purposeful action.

**BRAND AID** isn't a book about manipulating others, putting on airs, or saying things you don't really mean. It IS about using our words and actions mindfully, whether they take place in a conference room, PTA meeting, dinner party, Facebook comment thread, or anywhere else.

Using clear examples from businesses, families, and more, this straightforward guide presents essential advice for anyone who wants to succeed in today's competitive and interconnected world.

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