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Online Personal Brand Ryan M. Frischmann Skill Set, Aura, and Identity

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English. Brand New Book ***** Print on Demand *****.Online personal branding is a requirement for all professionals. The common argument of the experts is: you have a digital footprint - in social media and on the internet - so people are already making impressions of you. Take control of their perceptions. More importantly, you have an opportunity to proactively project your personal brand onto networks. Two...

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- Authored by Ryan Matthew Frischmann
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