

Download You Are A Brand How Smart People Brand Themselves For Business Success

Big companies understand the importance of brands. Today, in the Age of the Individual, you have to be your own brand. Here's what it takes to be the CEO of Me Inc. It's a new brand world ...What exactly is "smart"? Being smart is more than having a high IQ. It has been proven time and again that IQ is fixed. The way we learn at 15 is the same way we learn at 50. To be smart one has ...Difficult people defy logic. Some are blissfully unaware of the negative impact that they have on those around them, and others seem to derive satisfaction from creating chaos and pushing other ...SMART goals are absolutely essential to motivating employees for people in management roles. Using them will help you create an environment where they can win, and feel like winners. The 10/90 rule in smart goal setting says that the first 10% of the time that you spend developing absolute ...