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Creative Personal Branding: The Strategy to Answer: What's next

Jurgen Salenbacher

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Jurgen Salenbacher : Creative Personal Branding: The Strategy to Answer: What's next before purchasing it in order to gage whether or not it would be worth my time, and all praised Creative Personal Branding: The Strategy to Answer: What's next:

4 of 4 people found the following review helpful. Very average coaching book.By RanI gotta say im pretty disappointed with this book.here's why:1. This book feels loooooong. it may only be 200 pages, but every chapter

could be written with about 10% of the words. useless over-writing.² This book made me feel like its written for losers: "you are going to be fired", "I know you're scared", "I know you have no clue what to do". ok, its coaching but way treat the reader like a loser?³ Most of the content feel old. giving my a review of what happened in the last 10 years as if i was asleep. For creative / entrepreneurship coaching I really enjoyed these better: "It's Not How Good You Are, Its How Good You Want to Be" / Paul Arden "Rework" / 37 signals 0 of 0 people found the following review helpful. Three Stars By Jorge Humberto Rodriacute;guez Interesting, but full of common places. 0 of 0 people found the following review helpful. Five Stars By CustomerLove It

In this innovative book Juuml;rgen Salenbacher shares his unique personal coaching method designed to develop creative thinking and innovation. The method, while it originated as a career management tool, it can be used by anyone who wishes to explore what they have to offer the world. In five succinct chapters Salenbacher reveals how to use brand positioning methodology to discover where to go next. Along the way he discusses the origins of today's crisis, the keys to creative thinking, he examines the work of leading theorists in business culture, and sets readers 9 assignments designed to coach them towards realising their assets and skills. An invaluable professional resource, Creative Personal Branding is a fascinating and very practical tool for anyone interested in positioning themselves in the creative economy.

About the Author Juuml;rgen Salenbacher is an independent lecturer, teacher and coach whose Creative Personal Branding workshops are taught internationally. The workshops bring together his knowledge and experience, acquired during twenty years' work, in branding, personal assessment and skill-sharing to support social change. Salenbacher, born in 1970, began his career as an art director in Munich, Germany after studying design in Freiburg. While working in advertising he took a Public Relations diploma at the Bayerische Akanot;demie der Werbung (BAW) in Munich. In the years that followed he travelled the world, working in design, marketing and communications. His experience in positioning local and world brands, personalities and even nations is unique. Clients have included Munich Aids Help Charity and Bayer Healthcare, Coca-Cola, Durex play, Levi's, Lego, Louis Vuitnot;ton, Mattel, Novartis, adidas international, Roca, Swatch and Vittel. He had the opportunity to work on marketing and branding strategies for, among others, Michael Ballack, Muhammad Ali and Paolo Coelho and for the Kingdom of Bhutan. Awards include the red dot award, the New York Festival, the IPA Best of Health and the Art Directors' Club. His Creative Personal Branding workshops (www.cpb-lab.com) were born after his work moved towards innovation and the creative economy. In 1997 he co-founded the creative agency D-Office, taking the role of Managing Director. In 2002 he was appointed Director of Marketing for The Performers (Omnicom Group), a leading agency for celebrities, sponsorship and venues. In 2005, after finishing an MBA at EADA Business School in Barcelona, he joined Global Healthcare, DDB's health agency in Spain, as Director of Strategy. He lives with his wife in Barcelona, enjoying tennis - which he coached professionally when younger - and the beach. Other interests include art, design, fashion, architecture, photography and travel. Next year he will publish his second book, Insights - voices from the creative economy, a collection of interviews with his pick of sixteen great creative figures worldwide.