



Making Your Marque: 100 Tips to Build Your Personal Brand and Succeed in Business

James Espey

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Harnessing decades of experience in managing and developing top brands, James Espey has refined his wisdom into 100 bite-sized tips. His clear, down-to-earth advice has been carefully structured to benefit readers at all stages of their career, from business novices and those halfway up the ladder to start-up entrepreneurs and company bosses seeking to put their accomplishments to good use as they wind down. At heart is the central importance of creating 'you the brand' - making your marque - in order to achieve business success and career fulfilment.

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