

The Global Brand CEO: A Blueprint for Becoming a World-Class Leader

In today's competitive global market, it is more important than ever for leaders to have a strong personal brand. A well-developed personal brand can help you to attract top talent, build trust with customers and partners, and drive growth for your organization.



The Global Brand CEO: Building The Ultimate Marketing Machine by Frank van den Driest

★★★★★ 5 out of 5

Language	: English
File size	: 4343 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 322 pages
Lending	: Enabled



The Global Brand CEO is the definitive guide to becoming a world-class leader in today's global market. This book provides a comprehensive framework for developing the skills, knowledge, and mindset needed to succeed as a global leader.

What You Will Learn

In this book, you will learn:

* How to develop a strong personal brand * How to build trust with customers and partners * How to attract top talent * How to drive growth for your organization * How to succeed as a global leader

Who Should Read This Book

This book is essential reading for anyone who wants to become a world-class leader. It is also a valuable resource for business leaders, HR professionals, and anyone who wants to develop their personal brand.

About the Author

Dr. Ivan Misner is a world-renowned leadership expert and the founder and CEO of BNI, the world's largest business networking organization. He is the author of several bestselling books on leadership and branding, including *The Referral Engine* and *The Power of Networking*.

Endorsements

"The Global Brand CEO is a must-read for anyone who wants to become a world-class leader. Dr. Misner provides a comprehensive framework for developing the skills, knowledge, and mindset needed to succeed in today's global market."

- Brian Tracy, author of *Eat That Frog!*

"Dr. Misner's insights on personal branding are invaluable. This book is a must-read for anyone who wants to build a strong personal brand and achieve success in business."

- Guy Kawasaki, author of *The Art of the Start*

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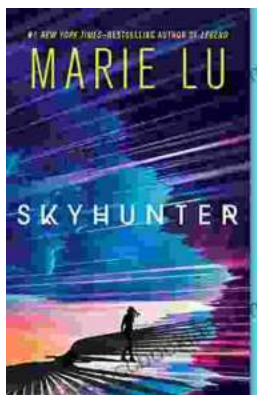
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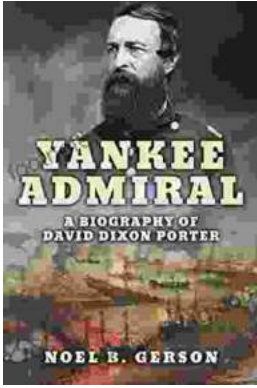
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