

## References & Recommended Reading List

Citroen, Lida, Patti Thorn and Scott Maiwald (2011) *Reputation 360: Creating Power through Personal Branding*

Clark, Dorie (2013) *Reinventing You: Define Your Brand, Imagine Your Future*

Clive, Bernard Kelvin (2013) *The No Nonsense Guide to Personal Branding for Career Success*

Handley, Ann and C.C. Chapman (2010) *Content Rules*

Kang, Karen (2012) *Branding Pays: The Five Step System to Reinvent Your Personal Brand*

Kaputa, Catherine (2012) *You Are a Brand! In Person and Online, How Smart People Brand Themselves for Business Success*

Wilson, Jeff and Ira Blumenthal (2008) *Managing Brand You: 7 Steps to Creating You Most Successful Self*