



WEB LINKS

www.personalbrandstrategist.com - Canada's No.1 personal branding web site, subscribe to 'Inukshuk- a guide for the right direction' personal branding e-zine.

www.reachcc.com/360personalprofiler - take the 360 Reach tool FREE for just your own results

www.brandchannel.com - online exchange about branding

www.fastcompany.com - online link from leading magazine

www.wiredmag.com - online link from leading magazine

www.marketingprofs.com - marketing know how and forum from professionals and professors

www.zoominfo.com - search for past colleagues and company contacts

www.vault.com - employees and ex-employees give company low down

www.godaddy.com - register your own domain

www.humancapitalinstitute.org - leading talent and HR think tank

www.plaxo.com - online address book and branded e-mail signatures

www.alexa.com - toolbar that gives web site rankings

www.surveymonkey.com - online web survey templates and systems

www.authentic happiness.org - online FREE quiz version of Strengths Finder

www.whatbrandareyou.com - fun tool to determine the name of YOUR brand

Blogs

www.bloglines.com - subscribe to all your favourite blogs in one place and see when new postings go up

www.blogsearch.google.com - find a blog on any subject by keyword

www.technorati.com - put your blog on a search tool

On-line Networks

www.linkedin.com - online professional social capital network - strong North America

www.ecademy.com - strong European membership, especially UK

www.openhc.com - stronger in mainland Europe

www.ryze.com - more social / small business network

www.friendster.com - run by Monster, social network

www.thevirtualhandshake.com - great summary site for maximising business on line relationships

FURTHER READING

Insiders Guide to Job Search - free e-book -

http://careerhub.typepad.com/main/2006/09/free_job_search.html

Now Discover Your Strengths – Buckingham & Clifton

Never Eat Alone – Keith Ferrazzi

A Whole New Mind – Dan Pink

The Big Moo – Stop trying to be perfect and start being remarkable – The Group of 33

Unleashing the Idea Virus, Purple Cow and **All Marketers Are Liars** – Seth Godin

The Tipping Point and **Blink!** – Malcolm Gladwell

The Brand Discovery Workbook - Uncovering Your Unique Promise of Value - William Arruda

The Brand You 50 : Or : Fifty Ways to Transform Yourself from an 'Employee' into a Brand That Shouts Distinction, Commitment, and Passion! - and **Re-Imagine** – Tom Peters

Brain Tattoos – Creating unique brands that stick in your customers minds – Karen Post

Soaring on Your Strengths – Robin Ryan

First Things First and **7 Habits of Highly Effective People** – Stephen Covey

Brag- The Art of Tooting Your Own Horn – Peggy Klaus

Make a Name for Yourself: Eight Steps Every Woman Needs to Create a Personal Brand Strategy for Success - Robin Fisher

Be Your Own Brand: A Breakthrough Formula for Standing Out from the Crowd

David McNally, Karl Speak

Build Your Own Life Brand! : A Powerful Strategy to Maximize Your Potential and Enhance Your Value for Ultimate Achievement - Stedman Graham

Career Warfare: 10 Rules for Building a Successful Personal Brand on the Business Battlefield

David F. D'Alessandro,

The Brand Called You: The Ultimate Brand-Building and Business Development Handbook to Transform Anyone Into an Indispensable Personal Brand - Peter Montoya, Tim Vandehey

Brand Yourself- How to Create an Identity for a Brilliant Career - by David Andrusia, Rick Haskins

The Persona Principle - Derek Lee Armstrong, Kam Wai Yu

The Potato Chip Difference and **Rasputin For Hire** – Michael A Goodman

Crossing the Chasm – Geoffrey Moore

<http://www.personalbrandstrategist.com>

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