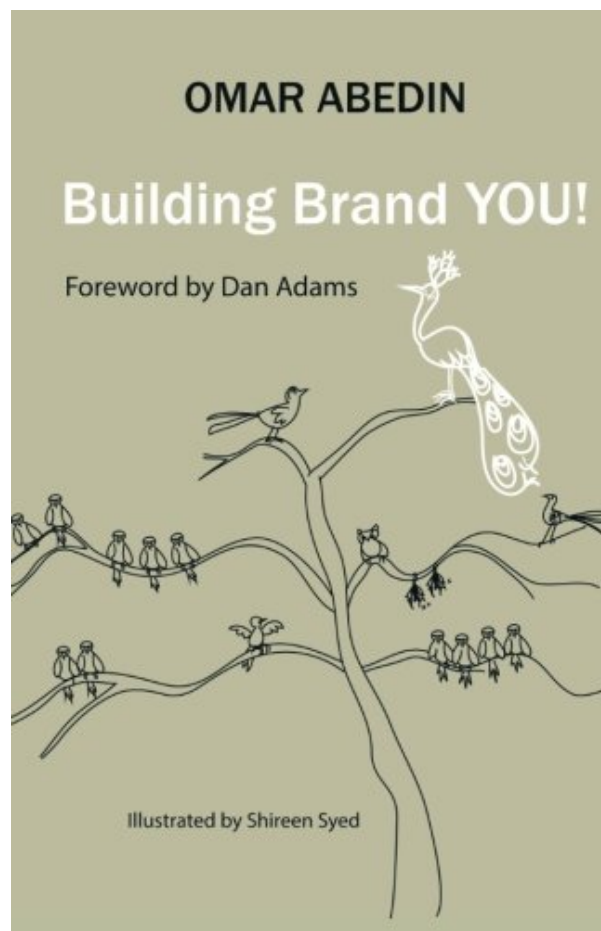


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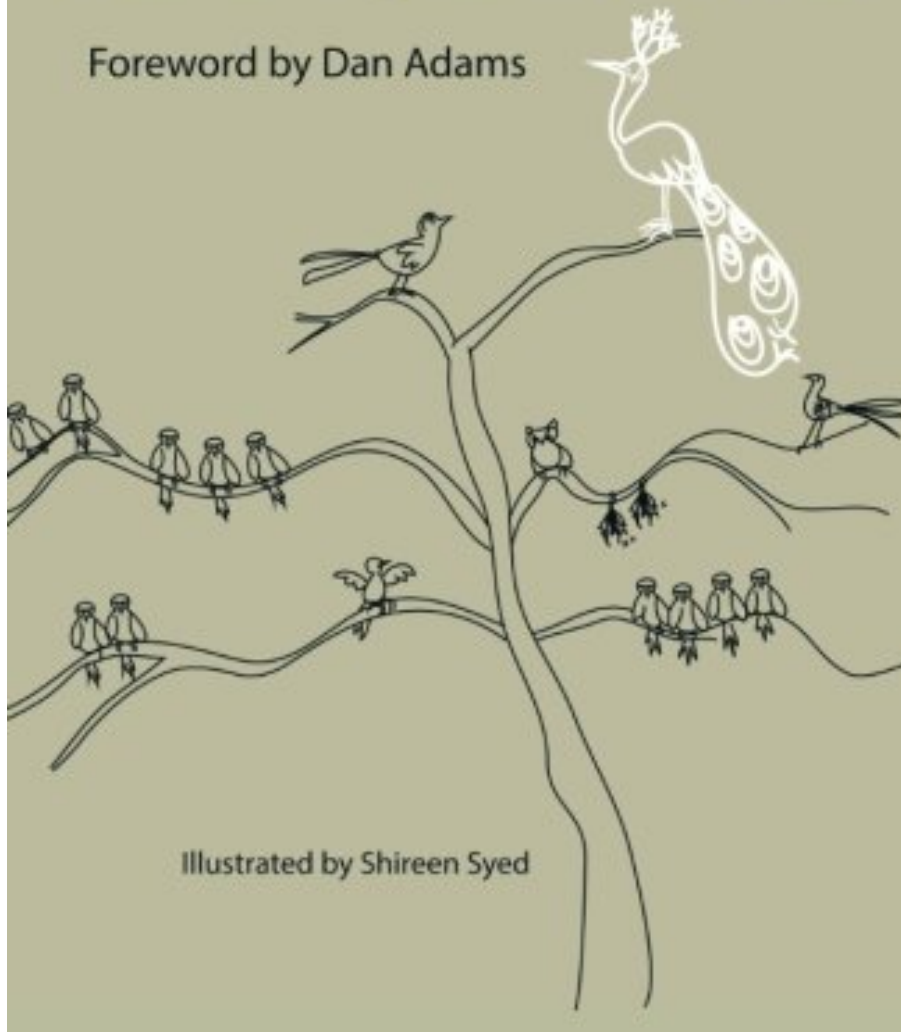
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About the Author

Omar Abedin has been a professional marketer for over twenty years, working across South Asia, the Middle East, and North America in a career that spans industries such as consumer electronics, household cleaning, personal care, women's health, cough and cold medicines, ice cream and other foods, and financial technology. As a consultant, he has developed and launched more than twenty brands for various clients, and it is this expertise that he brings to bear in this book. Omar has also started three businesses, selling one, closing the second, and parking the third.

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The world today is struggling with the Personal Brand Paradox. On the one hand, growing competition at a global level is making it increasingly difficult for people to make enough money to support the lifestyle that more and more of us aspire for. On the other hand, social media and the Internet are giving us all the opportunity to experience global fame. In fact, the millennial generation that has grown up with the Internet as a fact of life now expects that they will at some point get their fifteen minutes of fame. So how do you resolve this clash between an unstoppable force and an immovable object? "Building Brand You!" casts light on what many consider to be the (black) art and science that is branding and marketing and its practical application to building your personal brand. The tools and methods described in the book are used by millions of marketers around the world to build the brands they manage on a daily basis. Now, you can apply these trusted techniques to truly differentiate yourself, and if done well, it is nothing short of magical.

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About the Author

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