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## Creating a Powerful Brand: It's Not Just Business, It's Personal

*Andrew Ford*

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**Andrew Ford : Creating a Powerful Brand: It's Not Just Business, It's Personal** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Creating a Powerful Brand: It's Not Just Business, It's Personal:

The digital revolution has dramatically changed the way customers gather information about brands. You are no longer in charge of your brand and reputation, your customers are. A brand is no longer what we tell the consumer it is ndash; it is what the consumers tell each other it isrsquo; Scott Cook founder of IntuitWhat your customers see about you

online becomes their reality and they share this information in social media with millions instantly! By understanding and utilizing the power of social media you can be in control of your brand. In *Creating a Powerful Brand* you'll learn the five key steps to creating and managing your personal brand. Andrew is a highly professional expert on brand presence and social media. His innovative approach and genuine advice is invaluable for anyone looking to take their business or personal brand to the next level. About Andrew Ford: With 15 years corporate experience, backed by a Bachelor of Business (Marketing), and a Masters of Entrepreneurship and Innovation (MEI), Andrew is redefining 'branding' for individuals, companies and small business.