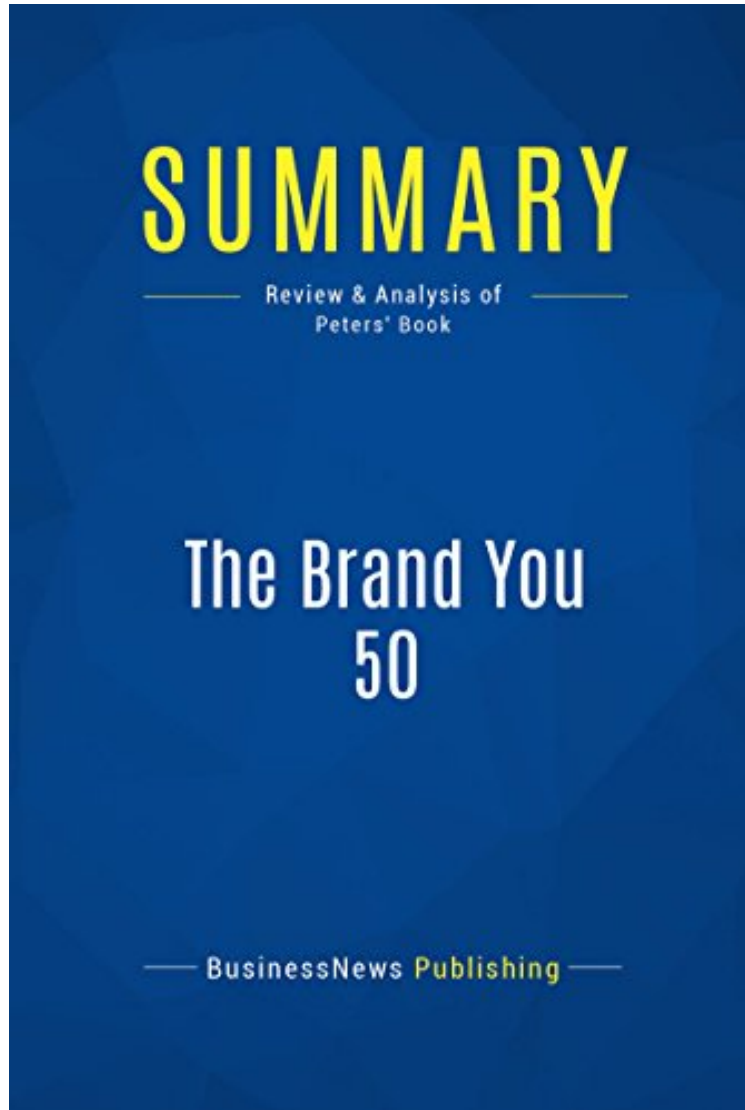


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Complete summary of Tom Peters' book: "The Brand You 50: Fifty Ways to Transform Yourself from an "Employee" into a Brand that Shouts Distinction, Commitment and Passion!". This summary of the ideas from Tom Peters' book "The Brand You 50" suggests that the paradigm of an employee working for a company on a corporate payroll is

increasingly outdated. Even if you work for a company, it is imperative that you are your own "brand". In his book, the author explains that this means providing the specific set of skills needed, adding value to the company and constantly upgrading your skills. This summary presents Peters' 50 tips that every ambitious businessperson should incorporate into their life in order to establish and express your "brand". Added-value of this summary:

- Save time
- Understand key concepts
- Expand your knowledge

To learn more, read "The Brand You 50" and discover the key to standing out at work by developing your own personal brand.