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Using strategies from the playbook of the Mad Men of Madison Avenue, advertising guru Catherine Kaputa serves as your personal branding coach in *You Are A Brand! 2nd Edition: In Person and Online, How Smart People Brand Themselves for Business Success*. *You Are a Brand!: How Smart People Brand Themselves for Business Success* by. Catherine Kaputa (Goodreads Author) 3.68 · Rating details · 175 ratings · 25 reviews
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