

orell füssli Verlag

Dietzingerstrasse 3
CH-8036 Zürich
Switzerland

Rights Contact: Kira Capraro

Phone: +41-44-466-74-24

Fax: +41-44-466-74-12

Email: kira.capraro@ofv.ch

Homepage: www.ofv.ch/rights



Author: Petra Wüst

Title: Profil macht Karriere

English Title Translation: **SELF BRANDING FOR SUCCESS**

About Title: Values, integrity and confidence are today's buzz words and with the economic crisis, modesty has regained its appeal. Petra Wüst explores the current trends in the field of Self Branding and explains how to develop a strong personality brand that lasts through time. This book includes the important aspect of managing an online identity and professional self representation on the internet.