

PERSONAL BRAND DEVELOPMENT STRATEGIES: WORKSHOP EPC 2013

BY

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Abstract. Personal brand is one of the most recent concerns of marketing specialists. Personal brand development strategies involve highly specificity in relation to the development strategies of a consumer brand. We start in our approach on the premise that everyone has the potential to build a personal brand and this study represents the starting point in developing a range of strategies to develop your personal brand, available by default and to implement a personal development, adapted strategies according to the individual's personal and professional environment, level of education, or other material resources available.

Key words: personal brand; strategies of personal brand; online personal brand; brand loyalty; brand value.

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