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**Título:** High Visibility Transforming Your Personal And Professional Brand

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**Precio:** \$850.00

**Editorial:**

**Año:** 2006

**Tema:**

**Edición:** 3ª

**Sinopsis**

**ISBN:** 9780071456807

The classic guide to personal and public image making--now updated for the digital age

The groundbreaking, critically acclaimed original edition of High Visibility established celebrity--the creating and managing of one's public persona--to be a critical factor in achieving personal and professional success and status. Now, in this new third edition, international communication expert Irving Rein, international marketing guru Philip Kotler, and coauthors Michael Hamlin and Martin Stoller show you how to achieve and benefit from high visibility--in any profession!

"High Visibility brilliantly captures the how, why, and what of the celebrity-building process."  
--Al Reis, bestselling author of Positioning and Marketing Warfare

"High Visibility is the Bible, the Das Kapital, the Origin of Species of the infant science of celebritology."  
--Peter Carlson, Washington Post

Today, it's not just what you know or who you know--it's who knows you. High Visibility is the difference between being just a member of the crowd and becoming a highly recognized individual.