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April 02nd 2015: Personal Branding and Good Boss v Bad Boss

Personal branding is one of those topics we don't think about much. Who needs a brand? Of course if you have a business your brand is critical to your success. However as an employee do you also need a brand? Of course. What are you known for? When people say your name what do they think about? Today's guest, Dorie Clark is a branding expert. She is a former presidential campaign spokeswoman, a frequent contributor to the Harvard Business Review and Forbes, and has been a TED Speaker. And she is recognized as a Branding Expert by the Associated Press. Today Dorie will give some some insider ti

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Featured Guest



Dorie Clark

Dorie Clark is an adjunct professor at Duke University's Fuqua School of Business and the author of Entrepreneurial You, Reinventing You and Stand Out, which was named the #1 Leadership Book of 2015 by Inc. magazine.

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