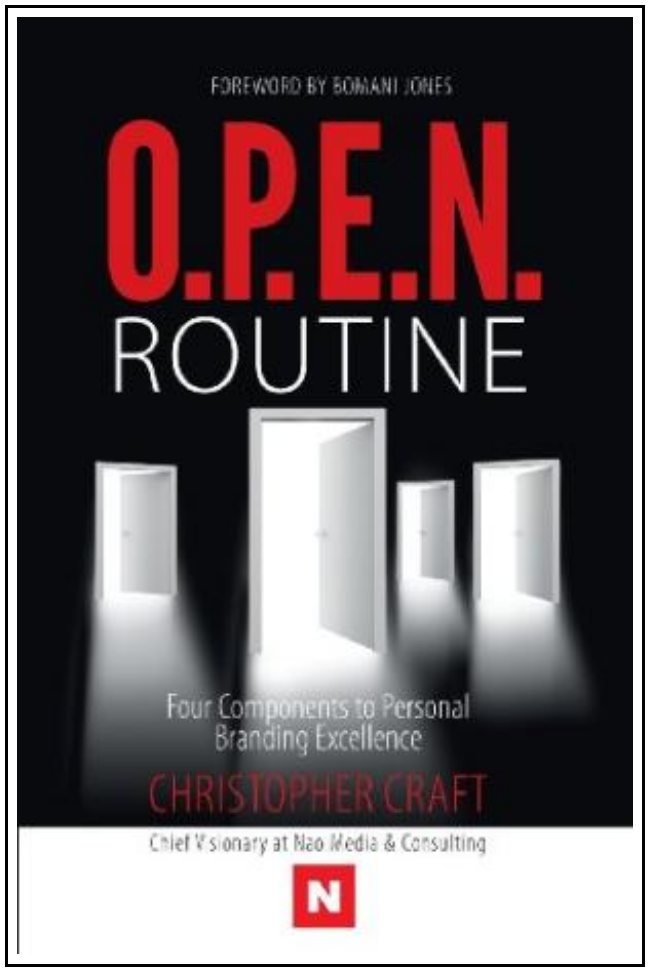
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Nao Media and Consulting, United States, 2013. Paperback. Book Condition: New. 201 x 132 mm. Language: English . Brand New Book ***** Print on Demand *****. O.P.E.N. is not a theory, this is practical, actionable, and tested advice. I learned something on every page. Mark W. Schaefer, author of the critically acclaimed and best-selling book Return On Influence Christopher Craft s O.P.E.N. Routine: Four Components to Personal Branding Excellence inspires to find your brand identity. Once you believe that your brand has a special place and purpose in our world, all that you have ever wanted to accomplish becomes possible. This book is more than a collection of life hacks and social media branding tips. O.P.E.N. Routine is a timeless guide that uses your story to propel you into a prosperous future. O.P.E.N. stands for opportunity, passion, education, and networking. O.P.E.N. Routine is a guide for establishing and growing your brand through the alignment of these four components. Reading, re-reading, and internalizing O.P.E.N. Routine teaches you to seize opportunities, find and pursue your passion, cultivate your passion with life education, and present your brand to the world through professional networking. O.P.E.N. Routine challenges you to be courageous during the various stages of growing your personal brand. Are you ready? If I had this book as a young professional, it would have saved me 6 years of trial-and-error. Chris Craft has written an accurate, honest and indispensable guide to building trust and authority online and off. It s not just a collection of theories; Craft has successfully implemented these principles himself, and made a difference. Highly recommended. Jay Baer, co-author of The NOW Revolution: 7 Shifts to Make Your Business Faster, Smarter and More Social Foreword written by Bomani Jones.

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