

Super Brand You

You are only as good as your brand. And your brand is only as good as you.

A book on Personal Branding for all professionals by Ajay Jain

BIBLIOGRAPHICAL INFORMATION

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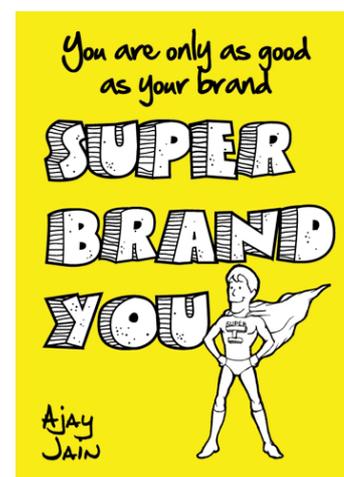
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USEFUL LINKS / CONTACTS

More on the book including sample chapters: <http://superbrandyou.com>

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BOOK SUMMARY

In a fair and ideal world, your talent and hard work should be enough to give you rock star status at work. But sheen matters. The scales often tilt in favour of those with a superior personal brand equity - and often when all other things are less than equal.

No matter what you do, you have to be a brand in yourself. You could be the CEO of a blue chip company in New York, or a largely-forgotten software coder sitting amongst thousands in Bangalore, there is always potential to project a better and stronger image of yourself. YOU too can be a SUPER BRAND.

Put in that smart effort to show the world your true worth. And watch how your career takes an exciting turn.

This book shows professionals the path on how they can build their own brand - using tools accessible to all.

About Ajay Jain

Writer, Photographer, Blogger, Traveller

Ajay Jain is a full time writer, journalist and photographer based in New Delhi in India. And he loves to experiment with new ideas and skills.



Ever since switching to writing as a career in 2001, he has dabbled with various media including newspapers, magazines, blogs and books. He has used his vast experience to write books and columns on travel, management, technology, environment and personal development. He has worked for and written columns for leading publications including *The Hindustan Times*, *Mint*, *Financial Express*, *Indian Management (Business Standard / Financial Times)*, *Outlook Business*, *Deccan Herald*, *Mumbai Mirror (Times of India)*, *Discover India*, *Swagat*, *Asian Age* and *Rediff.com*. He has also edited a youth newspaper, *The Campus Paper*.

Ajay Jain is also a regular on the speaking circuit, and addresses audiences at various conferences and corporate events. He also conducts workshops of social media marketing and PR, and personal branding.

Prior to taking up writing, he has worked in the Information Technology and Sports Management sectors. He holds degrees in Mechanical Engineering (Delhi College of Engineering, 1992), Management (Fore School of Management, 1994) and Journalism (Cardiff University, UK, 2002). His schooling was at St. Columba's School in New Delhi.

Travel Books by Ajay Jain

Peep Peep Don't Sleep

A collection of funny roads signs and ads in India. (<http://PeepPeepDontSleep.com>)

Kunzum Travel List 1-25 and 26-50 (Two Volumes)

A collection of 50 travelogues from across India and Nepal (<http://ajayjain.com/kunzumtravellist>)

Delhi 101

101 surprising ways to discover Delhi (<http://delhi101.com>)

Postcards from Ladakh

A pictorial travelogue on Ladakh (<http://ajayjain.com/postcardsfromladakh>)

Other Books by Ajay Jain

Super Brand You

A guide to building your Personal Brand as a professional (<http://superbrandyou.com>)



ajay jain

Don't Feel Stupid at 60

A thought provoking yet humorous book on how to lead a happy and fulfilling life so we don't feel stupid when we look back on our lives when we turn 60 (<http://ajayjain.com/60>)

Let's Connect: Using LinkedIn to Get Ahead at Work

How to use LinkedIn.com, the world's hottest professional networking site, to benefit you at work (<http://ajayjain.com/linkedin>)

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