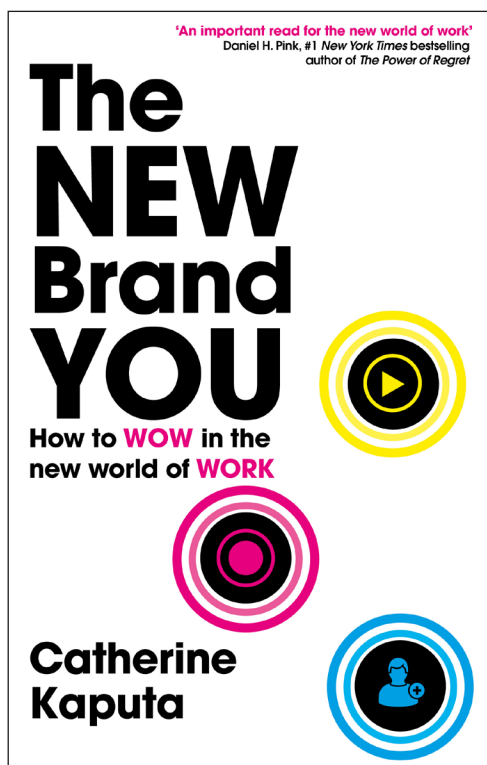


‘THE NEW BRAND YOU’ Shares Why Personal Branding Is Not Optional in New World of Work

Key Branding Principles You Need to Master for Brand YOU

“An important read for the new world of work”

— Daniel H. Pink, #1 New York Times bestselling author of *The Power of Regret*



Branding guru Catherine Kaputa introduces the Top 10 Personal Branding Strategies that readers can utilize to stand out and succeed in the new world of work in her latest book, **THE NEW BRAND YOU: How to Wow in the New World of Work** (Nicholas Brealey, Nov. 15, 2022).

The workplace is more digitally driven than ever, with an ever-expanding remote workforce and increasing reliability on virtual work. **THE NEW BRAND YOU** reveals the best ways to market yourself in person and online to stand out in a transformed professional landscape.

Based on tactics from the commercial world of brands and Catherine’s extensive experience in branding, from Madison Avenue and Wall Street to her company SelfBrand, **THE NEW BRAND YOU** proves an invaluable resource for designing an indispensable personal brand in a highly volatile world of work.

Each personal branding strategy is designed to help you leverage your personality, preferences and abilities. Anyone can find their brand strategy using Catherine’s online Personal Brand Finder.

Top 10 Personal Branding Strategies:

- **Innovator** — Forward thinkers attracted to the creativity of innovation
- **Leader** — Goal-oriented, strong motivator of the people around them
- **Maverick** — Ambitious rebels always up for challenge and defying convention
- **Attribute** — The skill, strength or characteristic that sets you apart from the crowd
- **Engineer** — Problem solvers that reimagine the status-quo to make something better

- **Expert**—Specialist in a clearly defined area
- **Target Market**—Community builders great at creating connections, inspiring loyalty and meeting an audience's needs
- **Elite**—Connected, experienced, in-demand industry influencer
- **Heritage**—Special backgrounds in education, training, experience or culture
- **Cause**—Crusaders for a greater good

THE NEW BRAND YOU is filled with examples from the branding world, stories of well-known personalities and everyday employees, and each chapter ends with exercises for summarizing your positioning into a personal brand statement—your brand in a sentence.

ABOUT THE AUTHOR

Catherine Kaputa is an award-winning author, keynote speaker, and personal branding guru. Catherine has given branding presentations and conducted employee workshops at many of today's most innovative companies such as Google, Microsoft, PepsiCo, Intel, Merck, Unilever, and Citi.

Originally trained as an art historian in Asian art at Harvard, Catherine decided to follow her dream of being part of the dramatic changes taking place in the world of marketing and advertising. She was management supervisor of the iconic "I Love New York" ad campaign, SVP, Director of Advertising and Brand at Citi Smith Barney, and has been named one of the top thirty branding gurus in the world. Catherine is the author of *You Are a Brand*, currently translated into over ten languages as well as the founder of SelfBrand dedicated to helping people use personal branding insights to achieve career success, personal fulfillment and happiness.

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The New Brand You: How to Wow in the New World of Work

Nicholas Brealey; 978-1-3998-0406-6; Paperback; 256 pages; \$21.95; Nov. 15, 2022

Review copies, reprint permission and interviews are available

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Catherine Kaputa

Author of

The New Brand You

How to Wow in the New World of Work



Catherine Kaputa is a personal brand strategist, speaker, author and founder of SelfBrand. Originally trained as an art historian in Asian art at Harvard, Catherine decided to follow her dream of being part of the dramatic changes taking place in the world of marketing and advertising.

From Madison Avenue to Wall Street to the halls of academia, Catherine Kaputa perfected her ability to market products, places, and companies. She learned brand strategy and positioning working for brand strategists Al Ries and Jack Trout. She led the iconic, award-winning “I Love NY” campaign that has been copied around the world. Then Catherine was SVP, Director of Advertising and Brand at Citi Smith Barney, and she taught branding at New York University’s Stern School of Business.

Yet Catherine came to appreciate that one of the most important applications for branding is not for products — it’s for individuals to define their career identity and create their own success. That’s why Catherine wrote the award-winning book, *You Are a BRAND*, winner of the Ben Franklin award for Best Career Book and a Top Ten Business book in China. Because female leadership is a passion, she wrote *Women Who Brand*. Her book on brand building for entrepreneurs, *Breakthrough Branding*, won the gold medal in the Book of the Year Awards (Business Category).

Now, Catherine shares those experiences with others. She is known for her compelling content and entertaining style, using storytelling, branding insight and humor in a keynote or workshop program tailored for each audience. Catherine has given branding presentations and conducted employee workshops at many of today’s most innovative companies such as Google, Microsoft, PepsiCo, Intel, Merck, Unilever, and Citi. She has been ranked in the Top 30 Global Gurus in Branding.

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Catherine’s other titles:

You Are A Brand

Breakthrough Branding

Women Who Brand

Graduate to a Great Career

PRAISE FOR THE NEW BRAND YOU

“Everybody talks about personal branding. But Catherine Kaputa shows what to do about it. Her framework for establishing your own brand, at once personally revealing and professionally enhancing, makes this book an important read for the new world of work.”

—Daniel H. Pink, #1 New York Times bestselling author of *The Power of Regret*

“Kaputa is brilliant: Fix yourself before fixing the world.”

—Al Ries, Marketing Hall of Fame inductee and author of *Positioning*

“It’s critical to stand out as someone of value in today’s new world of work. Leveraging insights from the world of advertising, Catherine Kaputa’s new book shows you how to succeed in today’s increasingly virtual and hybrid workplace. Insightful, empowering and fun to read.”

—Dorie Clark, Wall Street Journal bestselling author of *The Long Game* and executive education faculty, Duke University Fuqua School of Business

SUGGESTED INTERVIEW QUESTIONS FOR CATHERINE KAPUTA

- » How has the post-pandemic work landscape with much more flexibility and an often remote workplace changed personal branding?
- » What are some common mistakes you see when people are trying to brand themselves?
- » How did you develop your Personal Brand Assessment Test and why is it so important to know your brand positioning?
- » What are some key branding principles or best practices for mastering Brand YOU?
- » The book discusses the Top 10 Brand Positioning Strategies—how has your experience working with elite brands like Google, PepsiCo and Citi informed these strategies?
- » How does social media and a person’s overall digital footprint fit into their personal brand strategy?
- » So many changes to working life have happened just in the past few years. What do you anticipate for the future of work and how does personal branding fit into this constantly evolving work landscape?