

图书基本信息

书名：<<ME股份有限公司如何为你进行商务管理>>

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内容概要

"Ventrella takes the best practices of Fortune 500 companies and shows how you can apply them to another important venture—you! Your life deserves at least as much attention as your job does, so read this book and turn your time on Earth into a satisfying, meaningful enterprise."—Ken Blanchard, coauthor of *The One Minute Manager*; and *Leading at a Higher Level*

"Rarely does a book so authentically capture the essence of what a true personal brand transformation is all about. Me, Inc. provides a unique approach to discovering your personal brand and making it a reality. Through Ventrella's insights and invaluable self-discovery tools, readers quickly learn that when you build your personal brand, you build a brand of value—value that eloquently translates into success throughout every facet of your life."—Laura Tessinari, Senior Partner, Director of Training, Ogilvy & Mather.

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