



Catherine Kaputa

SELF BRANDING ● BRANDING ● CAREER AND LIFE SUCCESS ● U R A BRAND! BOOK ● SELL SMART



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Corporate icons, star brands, and entertainers all understand what it takes to be in control and in demand. And in today's competitive business environment, you need to tap into brand power too. Catherine Kaputa is a twenty year veteran of branding and advertising – from Madison Avenue to Wall Street to the halls of academe to the founder of her own company, SelfBrand, a New York City-based brand strategy firm that works with people, products and companies.

Catherine is an expert on the branding and marketing of products, and self branding – how smart business people are adopting the strategies and principles of the commercial world of brands to be more successful and bring benefit to their companies. Catherine likes to look at trends in branding, marketing and advertising: what's working, what isn't and why, what the new ideas are, what you need to think about for the future. She likes to take the veil off the branding and advertising world and reveal what's really taking place and which brands are making the smart moves. She has also developed a proprietary sales model called Sell SMART that brings branding principles into the sales process.

Catherine is the author of *U R A BRAND! How Smart People Brand Themselves for Business Success* (Davies-Black, April, 2006, with Foreword by Al Ries). In it, you'll learn the secrets and principles of how to think like a brand, harness your potential and take charge of your career, your business and your life.

"The idea of self branding is Not Optional in today's insecure world of commerce. U R A BRAND! is an excellent and welcome addition to the all too small library on the subject." -**Tom Peters**