

With or Without Sugar Episode 10: Personal Branding with Dick Foxton

What are the prominent business leaders, politicians and public figures thinking about when it comes to managing their images and messages in the media and the public domain? In this episode, Giles Shepherd, Group CEO at The Brand Alive Group, chats to leading image and communications consultant, Dick Foxton, CEO of Foxton Communicating, about the intrinsics of building and managing a successful personal brand.

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