

Donna Rachelson launches second book

Following the success of her first book, 'Branding & Marketing You', Donna Rachelson has launched her second book 'Branding & Marketing You through Teams'.

This expands beyond the scope of her first book, which dealt with the individual. She interviewed team members from Microsoft, Sanlam and four other organisations, expecting to run across similar criteria to those applying to personal branding and image. The outcome however, was so different that she changed the proposed title of the book.



Donna Rachelson

Functioning in a team

The concept of personal branding and marketing has become a hotly debated topic in commerce and industry in the last few years. Employers are more aware, particularly because of social media platforms, of the role that employees play as 'brand ambassadors' for their organisation. There has been a renewed focus on the attributes required by individuals to present themselves to optimum brand advantage.

Professor Nicola Kleyn from the Gordon Institute of Business Science (GIBS) says, "Her focus on branding at the team level makes a welcome contribution to an under-researched area." The book contains groundbreaking insights and busts several myths and stereotypes surrounding teams and how people function within them.

Rachelson states, "There is no one big secret to branding through teams, there are many."

Availability

The book, scheduled for launch on 4 October 2013, has already garnered critical acclaim by marketing luminaries such as Chris Moerdyk, Thebe Ikalafeng, Monica Singer, Jeremy Sampson and others. Mandy Collins, journalist and business writing facilitator, says, "Rachelson has achieved that rare thing - a business book that is useful, interesting and accessible to anyone who wants to learn more about marketing."

Branding and Marketing You through Teams will be available in bookstores from the end of October, on Amazon.com and Kalahari.com as an e-book, and will be on offer at a slight discount directly from its website. The recommended retail price is R230; ISBN Number 978-0-620-57789-2. For more information, go to www.brandingandmarketingyou.com.