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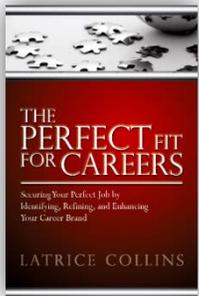
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## Personal Brand Secures and Ignites Your Perfect Career

DESOTO, Texas – (March 11, 2015) – Discover how to reach success in your career by identifying and strengthening your personal career brand. Author Latrice Collins, in her book *The Perfect Fit for Careers*, provides readers with powerful introspective tool for identifying how others see their career brand. Then how to strengthen it and market it for career advancement. *The Perfect Fit for Careers* book is an introspective part of The Perfect Fit Program. It is filled with 360 degree surveys and thought-provoking questions and templates designed to bring out the very best in everyone.



*The Perfect Fit for Careers* includes significant empowering tools that enables readers to reflect on their journey of experience, determine the strengths of their brand (based on 4 key elements and 20 brand attributes), **identify any career-sabotaging behaviors**, assess their brand value, determine their needs and wants from an employer, identify their needs and wants from a role, review nine types of interviews, review interviewing questions, and develop a salary negotiation strategy. Collins believes that with this book, readers will be able to achieve success in getting to know and love their personal brand, then find ways to showcase it in a company that will value and appreciate what they bring to the table.

In this book, Collins demonstrates the fact that every person is unique with different personalities, experiences, and skills. In the same light, each company has distinctly different management styles, sizes, and cultures. In between the covers of this *must-have book*, readers will find strategic tools for bringing together their brand and the AGP to determine their perfect fit.

*For more information on this book, interested parties may log on to [www.TheCareerBrand.com](http://www.TheCareerBrand.com) or search [Amazon.com](http://Amazon.com) for other books written by Latrice Collins.*

### About the Author

Latrice Collins' 20-year career encompasses multi-levels of accomplishments. Her background includes television talk show host, an executive at multiple top Fortune 500 companies, adjunct professor of strategic planning and managerial marketing, author and national motivational speaker, executive coach, and toastmaster club president and district contest winner. Professor Collins cares and focuses on developing individuals truly interested in personal growth. She holds her undergraduate degree in business management from the University of Illinois at Chicago and her executive MBA from New York Institute of Technology where she graduated with high honors. She currently resides in the Dallas, Texas area.

### **The Perfect Fit for Careers \* by Latrice Collins**

*Securing Your Perfect Job by Identifying, Refining, and Enhancing Your Career Brand*

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To request a complimentary PDF review copy, contact the publisher at [press@TheCareerBrand.com](mailto:press@TheCareerBrand.com).