

Orange County Personal Branding and Image Management Consultant, Diana Jennings Contributes to 'Personal Branding for Dummies'

IRVINE, Calif., Sept. 5, 2012 (SEND2PRESS NEWSWIRE) – Diana Jennings founder of Brand You Image (www.BrandYouImage.com), a personal branding and image management firm, has been named chief contributor to Fashioning Your Image to Match Your Personal Brand in the newly released book, "Personal Branding for Dummies" (Wiley, ISBN: 978-1-118-11792-7, June 2012).

"Personal Branding for Dummies" is a business life and career guide that takes readers through the steps of developing and maintaining a personal trademark by equating self-impression with other people's perception. The book has quotes and tips from over 20 professionals, and was written by Susan Chritton, M.Ed., a Master Personal Brand Strategist, National Certified Career Counselor, and executive coach.

"Fashion styles change, but the messages communicated through visual cues or the details of a person's appearance have not," says Jennings. "There is a fine line between expressing one's individuality through styling preferences and the nonverbal messages needed to communicate the qualities that help professionals move steadily upward in their career."

About Diana Jennings:

As a personal brand strategist and image management consultant, Diana combines her skills to help professionals who aspire to positions that include greater responsibility and visibility. Brand You Image offers programs and coaching to cultivate an individual's personal brand to ensure that their desired message is being communicated.

Ms. Jennings is a certified image professional, and Reach Communications certified personal brand strategist. She has held several positions within the Association of Image Consultants International (AICI) and is past president of the Southern California Chapter. Diana is the resident image consultant, stylist and personal shopper for South Coast Plaza in Costa Mesa, California, and an advisory board member of India's Association of Image Management Consultants. She speaks on image management and personal branding for companies and professional organizations. Her clients include state and foreign government officials, executives, business owners and professionals at all levels.

About For Dummies:

After nearly 20 years and with more than 200 million copies printed, For Dummies® is the world's bestselling reference series, well-known for enriching people's lives by making knowledge accessible in a fun and easy way. For more information, visit Dummies.com. "For Dummies" is a branded

imprint of Wiley.

For more information, visit: <http://www.brandyouimage.com/> .

News issued by: Brand You Image



Send2Press® Newswire

Original Image: https://www.send2press.com/wire/images/12-0905-jennings_72dpi.jpg

#

Original Story ID: 2012-09-0905-005 (8150) :: Orange-County-Personal-Branding-and-Image-Management-Consultant-Diana-Jennings-Contributes-to-Personal-Branding-for-Dummies_2012-09-0905-005

Original Keywords: Diana Jennings, personal branding, image management, personal branding for dummies, brand strategist, brand you image, diana jennings, wiley, south coast plaza, association image consultants international, reach communications, Irvine California, ISBN 9781118117927 Brand You Image Irvine California IRVINE, Calif.

Alternate Headline: Branding Expert Diana Jennings Contributes to New Book, 'Personal Branding for Dummies' by Susan Chritton, M.Ed

NEWS ARCHIVE NOTE: this archival news content, issued by the news source via Send2Press Newswire, was originally located in the Send2Press® 2004-2015 2.0 news platform and has been permanently converted/moved (and redirected) into our 3.0 platform. Also note the story "reads" counter (bottom of page) does not include any data prior to Oct. 30, 2016. This press release was originally published/issued: Wed, 05 Sep 2012 13:21:44 +0000