Annotated Bibliography for Podcast

1. **Personal Branding and Identity Norms in the Popular Business Press: Enterprise Culture in an Age of Precarity**
   1. Location: UNC Library Online
   2. Research Questions:
      1. What are the origins of personal branding?
      2. What does general cultural discourse about personal branding consist of?
   3. Quote 1: About the origins or personal branding, “But rather than critiquing this fact, he instead advises readers to succumb to the logic of branding and to agree that the secret of economic success requires that we emulate the marketing strategies of successful corporations and the product brands they control. This is the origin of the concept of “Me, Inc.,” which advised individuals to conceive of themselves as the CEOs of their own capitalist enterprises” Pg. 303
   4. Quote 2: “More or less explicit (depending on the text) is the argument that individuals ought to take stock of their assets, regard the self as a profit-seeking entity, and establish the personal brand with which they can actively *produce* demand for their services.” Pg. 303
2. **Personal Brand Creation in the Digital Age.**
   1. UNC Library Online
   2. Research Questions:
      1. How familiar is the general public with the term personal brand?
      2. What are the methods/ways of building a personal brand?
   3. Quote 1: “Interestingly, a significant percentage (19% in the United States, and 27% in Poland) answered “Difficult to say / Not sure.” This may signify that the topic is only beginning to enter into their lives: they are not familiar enough with the term to answer unambiguously “yes”, but at the same time may have encountered the term “personal branding” (to a small degree)” Pg. 128
   4. Quote 2: Personal branding is your image – this is how you are perceived by others. Creating it is a strategy for building your reputation and improving how others perceive you. One way to build your personal brand is to intentionally communicate specific content in social media.” Pg. 130
3. **Building your personal brand**
   1. UNC Library Online
   2. Research Questions:
      1. Why do people with personal brand achieve more of their career related goals?
      2. Why are we just now learning about building personal brands for careers?
   3. Quote 1: “Candidate B, who emerged from that process, had—much like candidate A—a LinkedIn profile that liberally used the terms of his trade. But beyond that, this guy had also extended his personal brand in a dozen other ways. I read his blog about the subject, which his employer had used as a jumping-off point to create an annual conference. My search also revealed that he had been an invited speaker at other meetings and that he had started a website about careers in the burgeoning world of his particular niche. So, even though he had fewer years of experience than the client thought they needed, I put him forth as a candidate, confident that no matter who would later sit down to investigate this guy’s brand, they would only come up with *more* evidence that he had a strong foundation and presence in this growing field.”
   4. Quote 2: “Unfortunately, how to self-promote is not taught in graduate school, and a lot of people don’t do it well.”
4. **How Are You Building Your 'Personal Brand**
   1. Huffington Post
   2. Research Questions
      1. What specific tasks should you do to begin building your personal brand?
      2. Why is it important to build a personal brand?
   3. Quote 1: “Identifying and defining our personal brand is the first step; followed by creating and building our brand; and ultimately articulating and enhancing our brand throughout our career.”
   4. Quote 2: “1. Know what they have to offer - their value-add 2. Know what they want have specific goals 3. Know how to ask for it - advocate effectively.”
5. **Small Business Trends: A 101 Guide To Building Your Personal Brand**
   1. Newstex Entrepreneurship Blogs, UNC Library Online
   2. Research Questions:
      1. Why should you consider you social media presence when creating a personal brand?
      2. What can a personal brand do for your life?
   3. Quote 1: For the purposes of your personal brand, you should consider everything about you that's online to be public knowledge. As a result, it's a good idea to review and edit your social media presence to make sure it lines up with the way you want to present yourself.
   4. Quote 2: Do this intentionally with an eye towards gaining more opportunities and achieving your overall vision for your life. It will help you build the kind of powerful, personal brand that helps you achieve more than you ever thought possible.