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What every doctor needs to know about personal branding: 2019 and beyond

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Abstract: Personal branding is a critical component of a doctor's professional identity and success. This paper explores the importance of personal branding for doctors and provides strategies for building a strong personal brand. The author discusses the benefits of personal branding, such as increased visibility, credibility, and networking opportunities. He also provides practical advice on how to develop a personal brand, including identifying your unique value proposition, creating a consistent message, and leveraging social media. The author concludes by emphasizing the importance of ongoing communication and engagement with your audience.

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