Selected Bibliography for:

PERSONAL BRANDING FOR LAWYERS
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Books

KATY GOSHTASBI, PERSONAL BRANDING IN ONE HOUR FOR LAWYERS (2013), available at Jenkins Law Library.

Book Chapters


Katy Goshtasbi, Personal Branding, in HOW DID SHE DO THAT?: MARKETING SUCCESS: WOMEN LAWYERS SHOW YOU HOW TO MOVE BEYOND TIPS TO IMPLEMENTATION 133 (Dee A. Schiavelli & Afi S. Johnson-Parris eds., 2015), available at Biddle Law Library.


Articles


Hugh Duffy, Improve Your Online Leads through Google Authorship, 9(8) CPA PRAC. MGMT. F. 5 (2013), available here (with Penn login).

Ilana Gershon, Selling Your Self in the United States, 37 POlar 281 (2014), available here (with Penn login).


Gregorio E. A. Veza, *Ignore the Noise in Your Head and Brand Yourself*, 18(2) TYL 10 (2014), available [here](#) (with Penn login).

Alan K. Vitberg, *Does Your Firm’s Succession Plan Account for the Loss of Personal Brand Equity?*, 6(10) CPA PRAC. MGMT. F. 5 (2010), available [here](#).