

Selected Bibliography for:

## PERSONAL BRANDING FOR LAWYERS

Hosted by: University of Pennsylvania Carey Law School

April 22, 2020

### Books

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

### Book Chapters

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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](#).

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### Articles

Kingsley Ugochukwu Ani, *The 21<sup>st</sup> Century Lawyer: Challenges and Prospects* (Feb. 20, 2018), available [here](#).

Shauna C. Bryce & Jared Redick, *Branding & Networking: Rapid-Fire Career Development Strategies to Help You Reach the Top*, 100 *WOMEN LAW J.* 42 (2015), available [here](#) (with Penn login).

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

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Daniel J. Lair, *Marketization and the Recruiting of the Professional Self: The Rhetoric and Ethics of Personal Branding*, 18 MGMT. COMM. Q. 307 (2005), available [here](#).

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Laura Perez, *Finding Your Inner Personal Brand*, SOCIAL MEDIA TODAY (Aug. 17, 2012), available [here](#).

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