

Ndalo Media Books launches with a book on Personal Brand Intelligence

To mark the start of the fifth addition, namely *Ndalo Media Books*, to Ndalo Media's existing business units of print publishing, digital publishing, content marketing and events, the group launched the book, *Personal Brand Intelligence (PBQ)* - *an inspiring and holistic look at how your brand can evolve intelligently to influence society* by bestselling author, Timothy Maurice Webster.



K. Dhlomo and T. Webster

“The ability to gain wealth from being a brand is secondary. By far the most important reason to measure and know your PBQ (Personal Brand Intelligence) is to understand your relationship to your personal influence,” states Webster.

For the launch, Webster did a book-signing and shared insights that revealed the essence of #PBQ and what inspired him to compile the book, which is the thinking person's guide to positioning themselves and growing their influence.

Targeted at millennials and older, upwardly-mobile individuals with the millennial mindset, #PBQ is in its essence a guide to unlocking the power of one's brand influence and will enable one to understand how to use this power to influence one's career, business and personal life.

The book is available from www.takealot.com and will be available at selected Exclusive Books and CNA stores from 1 July 2016. For more information, email books@ndalomedia.com.

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