

New Book Offers Hands-On Advice for Anyone Who Wants Their Brand to Walk into the Room Long Before They Do

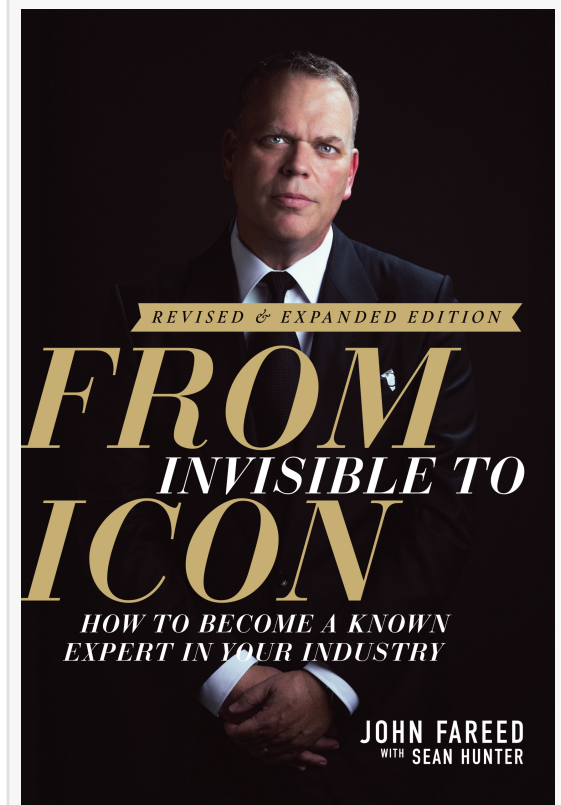
The New Revised and Expanded Edition of From Invisible to Icon: How to Become a Known Expert in Your Industry by John Fareed is now available.

ORLANDO, FL, US, April 30, 2024 /EINPresswire.com/ -- Today we live in what is commonly called the knowledge-based economy. We make decisions about one another in an instant based upon our own experiences and individually developed perceptions about people and society in general. It is extremely vital to ones perceived value in the world that they establish and manage their brand based upon their personal values and attributes, brand packaging, and the brand messaging they wish to communicate.

From Invisible to Icon: How to Become a Known Expert in Your Industry is a timeless guide to personal branding that has captivated readers since its original publication in 2013. In this new revised and expanded edition of the book, published by Post Hill Press and distributed by Simon & Schuster, the author takes readers on a transformative journey, empowering them to transcend invisibility and emerge as an influential figure in their field. The book is available via [Amazon](#), [Barnes & Noble](#), or your favorite bookseller.

John Fareed is global chairman of [Horwath HTL](#), the global leader in hotel, tourism, and leisure consulting. The hundred-year-old firm boasts 250 senior consultants working out of sixty offices in more than fifty countries. Prior to his distinguished consulting career, he spent fifteen years as a professional magician performing on cruise ships, in casinos, and at private clubs such as the famed Magic Castle in Hollywood, California. He also served six years in the US Marine Corps. In his mid-thirties, Fareed began a successful hotel, tourism, and leisure consulting career as a solo practitioner, having never worked in the industry, and without the benefit of a college education. He spent the next thirty years advancing from "invisible to icon" in the industry.

In this new book, the author shares his personal journey and unveils powerful strategies and



Cover of From Invisible to Icon



If you position yourself as an known expert in your industry, there's no limit to what you can accomplish. It's that simple."

John Fareed

insights. It is a comprehensive resource that equips readers with the tools needed to craft a compelling personal brand that resonates with their target audiences. Whether aspiring professional or a seasoned veteran, From Invisible to Icon paves the way for success, helping readers harness their unique strengths, amplify their voice, and leave an indelible mark on their industry.

About Post Hill Press

Founded in 2013 by a team of seasoned entrepreneurs and book industry professionals, Post Hill Press has successfully published a wide spectrum of books, with a focus on the categories of pop culture, business, self-help, health, current events, memoirs, and political books. Their books have appeared on The New York Times, USA Today, The Wall Street Journal, and Publishers Weekly bestseller lists. A number of their authors have appeared on national media such as CNN, Fox News, Good Morning America, CBS Saturday Morning, People Magazine, Wall Street Journal, notable podcasts including The Joe Rogan Experience, and many others as well as national radio and print outlets. For more information visit www.posthillpress.com.

John S Fareed

John Fareed Consulting LLC

+1 407-921-5946

jf@johnfareed.com

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