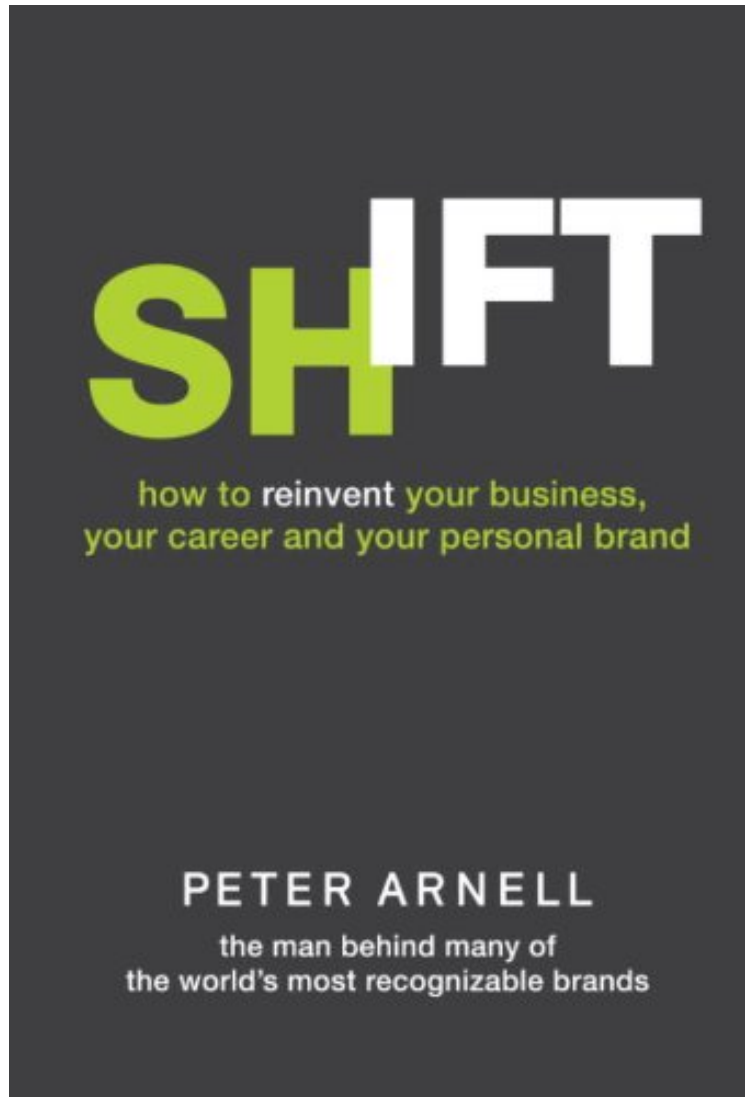


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Shift: How to Reinvent Your Business, Your Career, and Your Personal Brand

Peter Arnell

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Peter Arnell : Shift: How to Reinvent Your Business, Your Career, and Your Personal Brand before purchasing it in order to gage whether or not it would be worth my time, and all praised Shift: How to Reinvent Your Business, Your Career, and Your Personal Brand:

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about personal change and re-invention. Peter speaks honestly about the process he went through and the marketing skills that he used to action his desire for change. This is not a book about incremental change and self improvement. It is a book about radical change. Shift is definitely worth a read if you are considering drastic changes to your life and your personal brand. 0 of 0 people found the following review helpful. Good Lessons on Branding By Julia Carcamo Interesting look at Peter Arnell. This is really his philosophy on life. If you long for Arnell to be a mentor, this is a really good book to read. It's still a good book if you're just interested in how he made such a huge change in his life. I thought the book was worth the time. It's written in a very casual tone. It's interesting to see how the builder of so many brands took so long to realize he wasn't paying attention to the most important of brands - his own. The lessons can be applied both to your own personal brand and product/service brands.

Little changes can make a big difference. When some of the world's biggest corporations need to revive their brands, innovate products, and rethink their images, they call Peter Arnell. Now in his fourth decade of branding and marketing for such companies as Samsung, Reebok, DKNY, GNC, and Pepsi, Arnell explains how you can use some of the same strategies that famous brands do, in order to improve your own image, life, and career. Arnell knows this firsthand because he applied many of these same strategies to transform his own life by losing 256 pounds. How did he do it? Arnell created an idea he calls Shift. With Shift, you'll discover the steps you need to take in order to become the best you. Creating and revitalizing brands happens every day in business. Shift shows how you can make it happen for yourself and your personal brand. Innovative insights such as "go helium" are used by Arnell to explain how he reached his ultimate goal of 150 pounds—you can apply his techniques to reach for your own goals. You will see through Arnell's description of how he "went tiger"—how to exercise your own discipline and commitment, without apology, even if that means bucking the norm. And by learning to reach out to your brand audience, you will come to understand the importance of your network of friends, acquaintances, colleagues, and family—your fan club—in keeping you motivated and providing the feedback you need for success. Weaving together personal stories of his own transformation with stories about how he created transformative change for brands such as Reebok and Pepsi, Arnell shares his unique vision on how each of us can rebrand and transform ourselves, both personally and professionally, to achieve the success we desire. PETER ARNELL, founder of Arnell, is one of the foremost branding and design experts in the world. Among the companies he and his team have worked with are DKNY, Samsung, Chanel, Reebok, Mars, Pepsi, Home Depot, GNC, De Tomaso, Fendi, Mikimoto, Special Olympics and Con Edison. He and his family live in Westchester County, New York. From the Hardcover edition.

.com Matt Tyrnauer's Shift Matt Tyrnauer is a special correspondent at Vanity Fair and a filmmaker. His documentary feature film, *Valentino: The Last Emperor*, was short-listed for an Academy Award for best documentary feature. Advertising guru, branding god, industrial design maven, and man about New York Peter Arnell has written an astonishing, emotional, revealing, and very honest memoir in the form of a self-help book. Shift reveals how Arnell rose up from a bright and industrious kid in the last years of the old, innocent Brooklyn to make his mark in the rough world of Manhattan advertising, marketing, and publishing. When we meet Arnell in this vibrant and disarming book, the author has undergone a life transformation: the shedding of more than 250 pounds. Once a famous, kinetic Big Guy who wore un-tucked tent-like white shirts in his high-stakes account pitches in the world's fancier boardrooms, Arnell tells us how he remade himself after one visit to a diet doctor following some simple math about life expectancy for 407-pound short guys. Shift is, in part, the story of Arnell, master brander, rebranding himself, and, along the way, learning and relearning lessons about his present and past. The author is an intuitive edge player, who always dives in head-first to whatever he is doing, and what he is doing is beguiling: inventing electric cars; re-inventing the fire extinguisher; helping Frank Gehry sell himself to a reluctant world; aiding Samsung in a bid to overtake the American market. It is fascinating to learn about Arnell's motives for his own rebranding (the weight loss, a totally new bespoke Italian wardrobe, and a reframed view of himself and his ability to contribute to the culture), and to go with him back over his own life and career and learn how his wildly eclectic mind synthesized tropes to create some of the most successful and artful corporate identity programs in history. Pepsi, Donna Karan, Home Depot, and McDonald's all benefited from Arnell's vision. Arnell brings us on a very personal voyage, introducing the reader to the countries he loves (Italy above all others), and the big players in the city that made him: New York, New York. The heroes of this book are the good friends (most of them highly accomplished people) and geniuses (some historical figures) from whom Arnell drew strength: from Michelangelo to Martha Stewart to the obscure, brilliant shrink, Milton Wexler, who taught to Arnell to "go helium," and rise above the petty problems of everyday life. Arnell shows us in fast-paced and exciting prose how we too can float on a helium jet stream to happiness, success, and fulfillment of our biggest dreams. "Peter Arnell's genius is that he creates a total 360-degree world. Once you enter into this fantastical place with him, you can't help but emerge changed for the better." --Frank Gehry "He transformed my vision into a brand and our name into an icon. His passion and desire allow him to see endless possibilities and move dreams into reality." --Donna Karan "An intriguing look into

the mind and creative genius of Peter Arnell...This is an invaluable read for anyone seeking true change in their life and business. —Gwyneth Paltrow —If you want to know how to change your life for the better, read Shift. Peter Arnell is living proof that you can do it too. —Mark Wahlberg —Peter has the unique talent of integrating design, branding, marketing, and innovation. I have seen him work magic. —Robert Nardelli —Peter Arnell has defied the odds to lose 256 pounds and keep them off. Anyone trying to make positive changes in their life will benefit from his inspiring focus and discipline. —Dr. Louis Aronne, Weill/Cornell Medical Center

From the Hardcover edition.