



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

Peter Arnell

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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.

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Darren Perez:

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