

In between the lines



*The Brand
Called 'You'*

Anouk Pappers

Scribd.

Anouk Pappers: *"I read this interesting article on the New York Times by Amanda Hess, titled "What Happens When People and Companies Are Both Just 'Brands'?"*

"This article caught my attention because the author goes back to the origins of the 'personal brand' trying to figure out where this all started and where we stand today in a world of heavily competing YouTube stars."

"She starts with saying that "basically anything that can be consumed is now understood as a brand — and on the internet, that's every last bit of content." And we are now living in the age of the personal brand."

"The origin of 'branding' started "when companies that used to manufacture wares or harvest foods — that used to sell things— became brands, which sell ideas. Actual production processes became secondary, outsourced to far-flung subcontractors."

"And in 1997, the "Personal Brand" was born, introduced by Tom Peters in a Fast Company article, "[The Brand Called You.](#)" Tom Peters encouraged his readers to break the chains of the corporate world in favor of pursuing a life of autonomous creativity.

But now branding has taken over not just work but life itself, seizing control of our appearances, our social relationships, even our approach to civil society."

"The author is critically wondering if all the YouTube stars time investments really pays off in the end."

[Read the whole article here.](#)



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