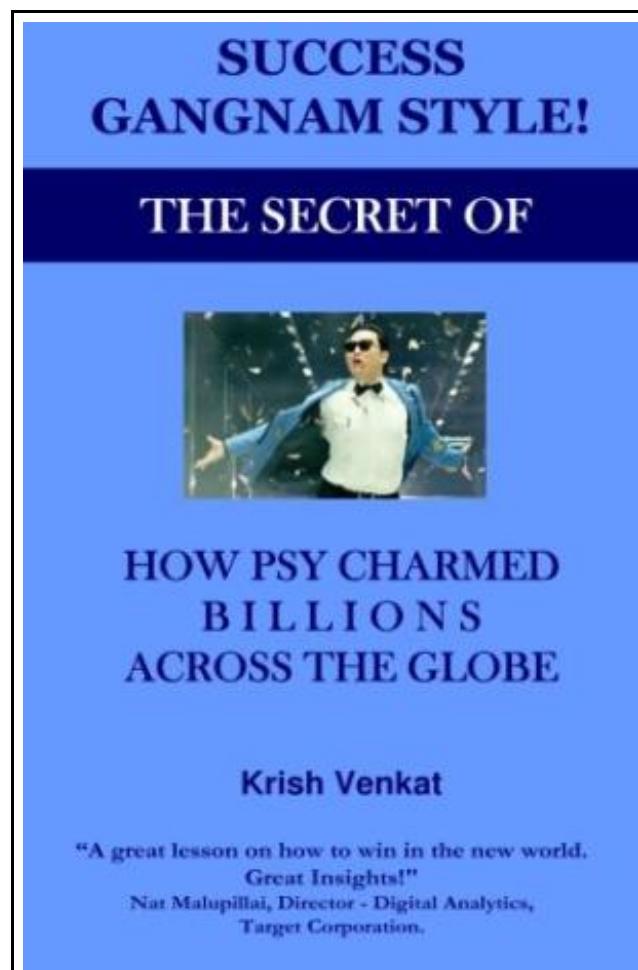


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Createspace, United States, 2013. Paperback. Book Condition: New. 194 x 130 mm. Language: English . Brand New Book ***** Print on Demand *****. This book is a result of hundreds of hours of detailed and systematic research into this phenomenal success of Psy's Gangnam Style. Going beyond the glamour of the video, it reveals the method and system behind this huge success, which can be emulated by anybody of any age or any profession, who wants to succeed and sustain in this new world. The author is a Strategist, CEO-Coach Psychologist with more than 20 years experience working / consulting for global MNCs including Deloitte, G.E., Accenture. This book has got praise from elite professionals, senior executives and experts from across the globe. The book brings out the unique personality and strengths of Psy, which have definitely contributed to his success in the last 12 years. This is unknown to the world which got lost into the glamour of the video and its huge success. The book also covers how being original contributed to the uniqueness of the video which captured the hearts of billions across the world. It also covers how social media and Psy's incredible PR catapulted it up. A book that covers Self-motivation, Personality, Success Psychology, Business Strategy, Entrepreneurship Social Media - in short the science of success in this new age. It is not about viral videos. Going beyond the glamour of the video, this book brings out the hidden factors that have taken both the video and the creator on top of the world. It encompasses Personal Leadership, Creativity, Branding, Business Social Media Strategy and Social Psychology. Of course, it also analyses how Psy has made millions of dollars through this and how he has also built a strong global brand which is...



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