

NELA DUNATO



*The
Human
Centered
Brand*

*A Practical Guide to
Being Yourself in Business*

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Being Yourself in Business*

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Nela Dunato
ART & DESIGN

The Human Centered Brand by Nela Dunato

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“The Human Centered Brand is not your typical approach to branding. It’s designed specifically for heart-centered professionals and visionary souls who yearn to authentically show the world how exceptional and unique their work is.”

Jennifer Lee

Author of *The Right-Brain Business Plan*

“Nela Dunato has given us a valuable gift in this book. She unpacks why traditional approaches to branding feel too creepy to many creative and social impact oriented business owners. This book goes way beyond theory to practical strategies that I feel deeply aligned with and use similar practices with my own marketing clients.”

Paul Zelizer

Founder of Awarepreneurs & Business Coach for Conscious Entrepreneurs

*“This book reinforced something I’d been thinking about, but hadn’t heard anyone talk about: that the brand stems from who we are, not the client and what they want. Overall, I’d recommend *The Human Centered Brand* for Nela’s humanity, humor, realness, and heart-centeredness! Creating one’s brand is doable and Nela’s book can help you do that at your speed.”*

Beth Barany

Award-winning Novelist & Creativity Coach for Writers

“I now see branding as a complete philosophy for attracting the kind of clients I really want to work with.”

Cherry Jeffs

Artist & Creative Practice Coach

“The Human Centered Brand is a comprehensive guide to constructing a brand for your business and ensuring that it reflects your values as a business owner.”

Devon Smiley

Negotiation Consultant

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