



Human Bacon: A Man's Guide to Creating an Awesome Personal Brand

Justin Foster

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In Justin's first book "Oatmeal v Bacon: How to Differentiate in a Generic World," he established the ultimate branding metaphor: bacon is interesting and oatmeal is boring. In "Human Bacon," he applies the Bacon principle to personal brands -- identifying seven specific traits that are common with interesting, connected, and respected people. While directed at men over 40, the elements of "Human Bacon" are universal for anyone interested in being awesome, satisfied, and successful. Blending experiences of his personal journey with practical tools and exercises, Justin provides an outline for finding your talent, being authentic, embracing technology, communicating effectively, becoming an influencer, managing first impressions, and having a life-long youthful mindset.

Whether you are just starting your career, are seeking that next promotion, or are self-employed, "Human Bacon" contains the thinking and tools for discovering and developing what makes you BACON. The result? A respected personal brand, a great reputation, and a legacy of awesomeness.

"Human Bacon" is a North American Book Awards winner.

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