

*To excel at networking, entrepreneurship,  
in the classroom, and in the boardroom,  
don't miss Brand Up.*

— **Barbara Corcoran**  
ABC's Shark Tank Investor,  
Author & Speaker



# BrandUp

**The Ultimate Playbook  
for College & Career Success  
in the Digital World**

**Stacey Ross Cohen**

*With Jason Shaffer  
and Alan Katzman*

