

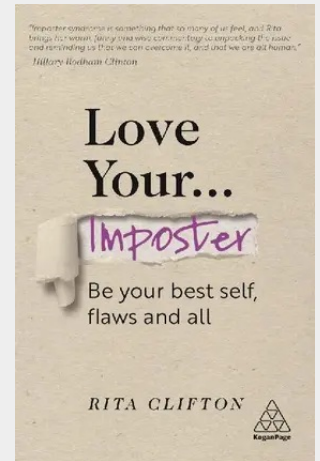
Clifton

Love Your Imposter

Be Your Best Self, Flaws and All

DISTINGUISHED FAVORITE: *Independent Press Awards 2021 - Career***SHORTLISTED:** *Business Book Awards 2021 - Business Self-Development***Studies show that a massive 70% of people feel like an imposter at some point in their professional life. Brand guru and former Chair of Interbrand, Rita Clifton, shares how she learnt to work with her imposter self rather than hide from it in order to succeed in her career.** Imposter syndrome can cause a constant fear of being found out that you aren't 'good enough' or called out for being a 'fraud'. It impacts people in different ways and can be debilitating and negatively affect relationships, personal life and careers. So what can you do about it? **Love Your Imposter** shows you how to take on your imposter self and use it as a driver to come out stronger. Using practical down-to-earth advice based on her experiences, **Rita Clifton**, tackles the myth that you need to 'fake it until you make it', highlights why authenticity can be your biggest weapon and skilfully makes the case for business being more humane.

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