



identity driven brand building®

PRESS RELEASE

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Brandhome publishing and Qlickcoaching publish new book on leadership

'The 3D Leader' is the title of a new book written by Qlickcoaching and published by Brandhome publishing. It offers an accessible take on leadership and future vision. 3D leadership is a journey of discovery to keep your identity in every situation and maintain belief in the changes and vision you want to achieve. Brandhome publishing was keen to get involved with the book, because it describes an aspect of identity that has so far been relatively overlooked.

Anneliese Monden of Qlickcoaching: 'The idea for the book came from the fact that we kept meeting leaders who were wondering about how to maximise their impact. Today's employees no longer follow leaders because they have a title, but because they're "authentic". Chantal Smedts of Qlickcoaching: 'The book offers tangible support to every business leader operating in this rapidly changing world. We believe that 3D leadership will make a huge difference in the future.'

Brandhome's Nicoline Spruijt: 'Leadership today is a key determinant of success for businesses. The book is a guide on how to address the challenges leaders face without losing your identity. That fits in perfectly with Brandhome's philosophy. Brandhome publishes a book every year, such as Luc Elen's poetry collection or our own book on Brand, People and Society.'

Brandhome is a communication agency that works according to a unique and effective brand-building methodology, the Brandhome method®. The agency's key goals include constantly increasing brand knowledge. Brandhome is headquartered in Antwerp, Belgium.

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Note for editors, not for publication:

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