



***HOW YOU™ ARE LIKE SHAMPOO FOR COLLEGE GRADUATES IS AN AWARD-WINNING FINALIST IN THE 2010 NATIONAL INDIE EXCELLENCE® BOOK AWARDS***

**CHICAGO** – Author Brenda Bence’s book aimed at helping College Graduates find a job using personal branding – *How YOU™ are like Shampoo for College Graduates: The Complete Personal Branding System to Define, Position, and Market Yourself and Land a Job You Love* – was named an Award-Winning Finalist in the Career Category of the **2010 National Indie Excellence Book Awards**.

*How YOU™ are like Shampoo for College Graduates* was among the selected finalists in various fiction and non-fiction categories out of thousands of new books submitted from independent publishers across the U.S. Ms. Bence’s other books in the How YOU™ are like Shampoo series have also won awards, including the Indie Excellence Award 2010-Career Category, Grand Prize in the 2009 Best Beach Books Festival, and Award-Winning Finalist in the USABookNews.com National “Best Books” 2009 Awards.

Author Brenda Bence is Founder and President of Brand Development Associates International, Ltd., a firm that specializes in helping companies and individuals around the world build successful, growth-oriented corporate and personal brands.

“This book was designed to help college grads learn how to use the power of personal branding to get the best possible job after graduation, despite a tough economy,” says Bence. “That the book has been recognized by the publishing industry, too, is a wonderful plus.”

The National Indie Excellence Awards are designed to bring recognition to titles from independent publishers and celebrate excellence in independent publishing. The competition is judged by an independent panel of experts from all aspects of the publishing industry. For a complete list of finalists, visit <http://www.indieexcellence.com/indie-results-2010.php>.

*About the Author:*

**Brenda S. Bence** is an internationally-recognized branding expert, certified executive coach, and powerhouse speaker and author. With an MBA from Harvard Business School, her 25-year career has included developing mega brands for Procter & Gamble and Bristol-Myers Squibb across four continents and 50 countries. As President of Brand Development Associates International, Brenda now travels the world speaking, training, and coaching individuals and corporations to greater success through creative yet practical brand development.

Brenda Bence is available for television, radio, and press interviews to talk about her book and/or topics on personal or corporate branding. Visit [www.BrendaBence.com](http://www.BrendaBence.com), contact +1-312-242-1830, or email [Daniel.Jackman@BDA-Intl.com](mailto:Daniel.Jackman@BDA-Intl.com) for availability.