

***HOW YOU™ ARE LIKE SHAMPOO FOR JOB SEEKERS
IS AN AWARD-WINNING FINALIST FOR THE
NATIONAL BEST BOOKS 2009 AWARDS***

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CHICAGO – Author Brenda Bence’s book on how to find a job using personal branding - *How YOU™ are like Shampoo for Job Seekers: The Proven Personal Branding System To Help You Succeed In Any Interview And Secure the Job of Your Dreams* - is an award-winning finalist in the Business/Careers category in **THE NATIONAL BEST BOOKS 2009 AWARDS**. USABookNews.com, the review website for mainstream and independent publishing houses, announced the winners and finalists of the awards on October 20, 2009. Awards were presented for titles published in 2009 and late 2008 covering print and audio books.

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

“It was gratifying enough to hear from readers that the book has helped job seekers find employment faster in this tough economy.” says Bence. “To be recognized nationally by USA Book News is unexpected icing on the cake!”

Jeff Keen, President and CEO of USABookNews.com, said this year’s contest yielded an unprecedented number of entries, which were then narrowed down to just a few finalists per category. “The 2009 results represent a phenomenal mix of books from a wide array of publishers throughout the United States”. Keen says.

A complete list of the winners and finalists of the USABookNews.com National “Best Books” 2009 Awards are available online at <http://www.USABookNews.com>.

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, President of Brand Development Associates International Ltd, is available for television, radio, and press interviews nationwide to talk about her book and topics on personal or corporate branding. Visit www.BrendaBence.com, contact +1-312-242-1830, or email Daniel.Jackman@BDA-Intl.com for availability.