



## ***HOW YOU™ ARE LIKE SHAMPOO FOR COLLEGE GRADUATES*** **WINS A 2011 NEXT GENERATION INDIE BOOK AWARD**

**CHICAGO – May 2011:** Brenda Bence’s personal branding book, *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*, has won the top award in the Career Category of the 2011 Next Generation Indie Book Awards®.

The Next Generation Indie Book Awards® was established to recognize and honor the most exceptional independently published books in 60 different categories. In cooperation with Marilyn Allen of Allen O’Shea Literary Agency, the Awards are presented by Independent Book Publishing Professionals Group (IBPPG), an organization that promotes professional standards in independent book publishing. Members of IBPPG include small and university presses, self-published authors, agents, designers, distributors, printers, and marketing professionals.

“This book carries such an important message,” says Bence, “so I couldn’t be happier that it has been recognized by the Next Generation awards. Especially today, College Graduates need effective ways to cut through the pool of other candidates to become the ‘brand of choice’ for potential employers.”

In her 25-year career as an international branding expert, Bence has helped to build some of the world’s most recognizable brands, including Pantene, Head & Shoulders, and Vidal Sassoon. She combined her passion for brands and her extensive experience in coaching to create *How You™ are like Shampoo for College Graduates*. It is the first practical, step-by-step personal branding system geared specifically to the job search process for those coming right out of college. Full of key strategies for creating a powerful job-seeking brand before, during, and after interviews, it also contains Bence’s College Graduate Personal Brand Busters®, which help grads avoid the most common mistakes seen by HR professionals and recruiters.

Bence’s *How You™ are like Shampoo* series has won ten other national book awards.

### **About the Author:**

Brenda S. Bence is an internationally-recognized branding expert, Certified Executive Coach, and dynamic speaker and trainer. With an MBA from Harvard Business School, her 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.

Bence is available for television, radio, and press interviews nationwide to talk about her books and topics on personal or corporate branding. Contact (312) 242-1830 or [Daniel@GlobalInsightCommunications.com](mailto:Daniel@GlobalInsightCommunications.com) for availability.