

**Brenda Bence Releases *Would YOU Want to Work for YOU™?*
Her Latest Book Endorsed by
Ken Blanchard and Marshall Goldsmith**

CHICAGO – Author Brenda Bence’s latest book, *Would YOU Want to Work for YOU™? How to Build an Executive Leadership Brand that Inspires Loyalty and Drives Employee Performance*, will be released on January 2, 2014 in print, e-book, and audio book format. Based on Bence’s years of coaching over 700 senior leaders at the highest levels of multinational organizations all around the world, she reveals the 15 most common mistakes she sees executives make when it comes to leading others, and then shares specific actions for how to correct them and become the kind of leader others want to follow.

Ken Blanchard, coauthor of *The One Minute Manager* and *TrustWorks!* says, “Brenda Bence reveals how you can affect the way your people perceive, think, and feel about you so that you can become the boss you really want to be. Read this book – it’s about YOU.”

Marshall Goldsmith, author of *What Got You Here Won’t Get You There* calls the book “a must-read for leaders!”

Would YOU Want to Work For YOU™? includes dozens of tips, tools, and techniques that leaders can apply immediately to correct damaging people-leadership mistakes and fast-track their careers in the process. The book helps readers:

- Discover where the world’s best business leaders focus their energies.
- Get crystal clear about the experience of working with and for them as leaders.
- Uncover the #1 reason for unwanted employee turnover and what to do about it.
- Motivate even the most challenging and underperforming team members.
- Create a winning Executive Leadership Brand – The Trademarked YOU™.

“In my years as an executive coach working with leaders who hail from more than 60 different nationalities, I have found that, while many leaders work long hours, rise to every challenge, and have built a strong reputation, they still haven’t reached the level of achievement they want,” says Bence. “I saw clear trends – my clients were committing the same mistakes. So, I decided to address those trends in this book.”

Would YOU Want to Work For YOU™? is Bence’s seventh book. Her other titles, including *Smarter Branding Without Breaking the Bank* and the *How YOU™ Are Like Shampoo* personal branding series, have been translated and sold in multiple countries across the globe and have also collectively won a total of 23 national and international awards, including the Best Beach Books Festival Grand Prize.

About the Author:

After earning her MBA from Harvard Business School, Brenda Bence spent the bulk of her career as an executive in Fortune 100 multinationals, building brands across dozens of countries spanning four continents. Now, as a Senior Executive Coach, she has guided hundreds of leaders to transformational growth and success. Trusted by many of the world's most recognized companies, Bence is at the forefront of executive leadership coaching on a global scale, putting her in a unique position to share with readers how to become the kind of leaders others are proud to follow.

Brenda Bence is available for television, radio, and press interviews to talk about her book and/or topics related to leadership branding, corporate branding, and personal branding. Visit www.BrendaBence.com, contact +1-312-242-1830, or email Media@BrendaBence.com for availability.

For a copy of the book for review purposes, please email: BookReviews@BrendaBence.com