



## FOR IMMEDIATE RELEASE

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### **New Personal Branding Book Helps College Graduates Ace Interviews and Find a Great Job**

March 15, 2010 – Almost 2 million college students will graduate this spring, but – according to a study by NACE – only 19.7% of them will have found a job by the date of their graduation. In her new 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***, author Brenda Bence provides college students with a comprehensive guide to using personal branding to a successful job search.

The third book in Bence's award-winning personal branding series, ***How YOU™ Are Like Shampoo for College Graduates*** was released internationally on March 1, 2010. The book is the first practical, step-by-step personal branding system designed specifically for job-seeking college grads.

In her 25-year career as an international branding expert, Bence has helped build some of the world's most recognizable brands, including Pantene, Head & Shoulders, and Vidal Sassoon. Just as these products cut through the clutter of other products on the shelf to become the "brand of choice" for consumers, Bence's personal branding system - based on the same marketing methods that have been used successfully for years to build popular name brands - helps college grads cut through the pool of other job applicants to become the "brand of choice" for potential employers.

"The book helps college grads define, communicate, and avoid damaging their own unique personal brand in their job search," says Bence. "Even if college students lack substantial work experience, grads who have created a strong personal brand will better connect with interviewers and make a lasting impression before, during, and after interviews."

***How YOU™ Are Like Shampoo for College Graduates*** shows college students how to:

- Discover the 6 personal branding secrets other grads don't know
- Master the 5 activities that best communicate a great college graduate personal brand
- Avoid the Top 20 College Grad Personal Brand Busters® that recruiters hate
- Unleash the power of social media to find the right job faster
- Learn how to command the highest possible salary once offered the job

Brenda Bence's first book in her personal branding series, ***How YOU™ Are Like Shampoo: The Breakthrough Personal Branding System Based on Proven Big-Brand Marketing Methods to Help You Earn More, Do More, and Be More At Work***, was an award-winning finalist in three categories in the 2008 National Best Books Awards. Her second book in the series, ***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***, won the Grand Prize – Author of the Year Award in the 2009 Best Beach Book Festival.



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Here are just a few of the locations where How YOU™ Are Like Shampoo for College Graduates is available for sale on Amazon.com, Barnes and Noble, Borders Books, AtlasBooks.com, and BrendaBence.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 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 Ltd., Bence spends more than 50% of her time traveling the world speaking, training, and coaching individuals and corporations to greater success through creative yet practical brand development. Bence is a popular presenter, sharing her unique approach to branding at conferences, conventions, and with companies all across the globe. She splits her time between homes in Thailand and the U.S.

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