

## ***HOW YOU™ ARE LIKE SHAMPOO FOR COLLEGE GRADUATES WINS A NATIONAL BEST BOOK 2010 AWARD***

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**CHICAGO** – Author Brenda Bence’s book focused on helping college graduates find a job using personal branding -- entitled *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* -- is the winner in the Young Adult Non-Fiction category of **THE NATIONAL BEST BOOKS 2010 AWARDS**. USABookNews.com, the review website for mainstream and independent publishing houses, announced the winners and finalists of the awards on October 26, 2010. Awards were presented for print and audio books published in 2010 and late 2009.

*How YOU™ are like Shampoo for College Graduates* is the first practical, step-by-step personal branding system designed specifically for job-seeking college grads. “The first two books in my personal branding series helped job seekers and people at work use personal branding to achieve greater success. So, I felt it was important to write a book for college graduates because their challenges are unique,” says Bence. “A graduate’s job search requires a special approach to personal branding. I wanted to give grads a chance not only to find a first job, but to land a job they would truly love – right out of college.”

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 and one winner per category. “The 2010 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 2010 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. Her three books in the *How YOU™ are like Shampoo* personal branding series have won a total of ten national book awards.

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.

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