

TWO BOOKS IN THE *HOW YOU™ ARE LIKE SHAMPOO PERSONAL BRANDING* SERIES ARE WINNERS IN THE 2011 READERS FAVORITE BOOK AWARDS

Two of author Brenda Bence's books have won awards in the 2011 Readers Favorite Book Awards. *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* was named the Silver Winner in the Non-Fiction – Business/Finance category. *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* was named the Bronze Winner in the Non-Fiction – Motivational category.

“These titles mark the 12th and 13th total awards for the three books in our *How YOU™ are like Shampoo* personal branding series,” says author Brenda Bence. “It’s incredibly gratifying to be recognized in the industry, particularly by the literary professionals who judge the Readers Favorite Book Awards.”

Bence is Founder and President of [Brand Development Associates International, Ltd.](#) a firm that specializes in helping companies and individuals around the world build successful, growth-oriented corporate and personal brands. “These two particular books are geared toward helping job seekers and college graduates learn to harness the power of personal branding to get the best possible job, despite a tough economy,” she says.

The [Readers Favorite Book Awards](#) is run by Readers Favorite, an organization and website founded to provide readers with quality books and to assist authors in gaining more recognition and exposure. The competition's judges are professionals with extensive literary experience, and awards include Gold, Silver, Bronze, and Honorable Mention titles in each of 70+ genre categories. Each book goes through more than one level of judging, and an Awards Banquet is held in November in Miami during the Miami Book Fair International.

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 is available for television, radio, and press interviews to talk about her book and/or topics on personal or corporate branding. Visit www.BrendaBence.com, contact: +1-312-242-1830, or e-mail Daniel.Jackman@BDA-Intl.com for availability.