

**BRENDA BENCE'S *WOULD YOU WANT TO WORK FOR YOU*TM? WINS
2014 NATIONAL INDIE EXCELLENCE BOOK AWARD**

CHICAGO – Author Brenda Bence's latest book, *Would YOU Want to Work for YOU*TM? *How to Build an Executive Leadership Brand that Inspires Loyalty and Drives Employee Performance*, has been named the Winner of the Business Motivational category in the 2014 [National Indie Excellence Book Awards](#). This is the ninth award this book has received since its release in January 2014.

*Would YOU Want to Work for YOU*TM?, which is endorsed by leadership experts Ken Blanchard and Marshall Goldsmith, shows leaders that business achievements and functional skills alone aren't enough to propel them to higher heights in their professions. In her work as a senior executive coach, author Bence found that many leaders neglect the people side of the equation. Through her work with executives from countries on six continents, Bence discovered that there are 15 people-leadership behaviors that are the most damaging to leaders. To illustrate these behaviors, the book contains real-life case studies from around the globe, as well as dozens of tips, tools, and techniques that leaders can immediately apply at work to correct these behaviors.

*Would YOU Want to Work for YOU*TM? is Bence's eighth book. This book, along with *Smarter Branding Without Breaking the Bank: Five Proven Marketing Strategies You Can Use Right Now to Build Your Business at Little or No Cost*, and the three books in her *How YOU*TM *Are Like Shampoo* personal branding series, have won a total of 30 national and international awards.

"This award means a great deal to me because *Would YOU Want to Work for YOU*TM? was singled out among many other worthy books," says Bence. "The book is the culmination of years of coaching over 700 executives, so it's very gratifying to be recognized by the National Indie Excellence Awards."

The National Indie Excellence Awards includes books released by small presses, mid-size independent publishers, university presses, and self-published authors. The competition is judged by independent experts from all aspects of the indie book industry, and the winners are chosen based on both the presentation and the overall excellence of the writing.

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 email Daniel@BrendaBence.com for availability.