

**BRENDA BENCE'S SMARTER BRANDING WITHOUT BREAKING THE BANK
IS A FINALIST IN TWO USA "BEST BOOKS 2011" AWARDS CATEGORIES**

CHICAGO – Author Brenda Bence's latest book, *Smarter Branding Without Breaking the Bank: Five Proven Marketing Strategies You Can Use Right Now to Build Your Business at Little or No Cost*, has been named an Award-Winning Finalist in two separate categories of the USA "Best Books 2011" Awards: the Business/Marketing & Advertising category as well as the Business/Entrepreneurship & Small Business category.

"My aim with the book is to show SMEs and solo-preneurs that they have a variety of assets available to them *right now* that they can use to market their brand — regardless of the size of their budget," Bence said.

After years as a mega-brander working across four continents and 50 countries for deep-pocketed consumer giants like Procter & Gamble and Bristol-Myers Squibb, Bence left the corporate world to start her own business. From scratch — and with almost *empty* pockets — she used inventive, low-cost methods to build her own international brand that now serves clients in 25 countries with offices in the U.S. and Asia. To help readers achieve similar success, Bence has filled the award-winning book with hundreds of low-cost or no-cost branding ideas that can immediately increase a company's revenues.

Smarter Branding Without Breaking the Bank is Bence's fifth book. The three books in her *How YOU™ are like Shampoo* personal branding series have won a total of 13 national book awards. "I am honored to be recognized again by the USA Best Books Awards," Bence said. "*Smarter Branding* is based on one of my most popular workshops, so it's gratifying to know that the book that stems from that workshop is also being well-received."

The USA "Best Books 2011" Awards are sponsored by USABookNews.com, the premiere online magazine and review website for mainstream and independent publishing houses. Winners and finalists this year traversed the publishing landscape: Simon & Schuster, St. Martin's Press, Random House, Penguin, Harper Collins, Houghton Mifflin Harcourt, McGraw-Hill, John Wiley & Sons, and hundreds of independent houses.

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.