



***HOW YOU™ ARE LIKE SHAMPOO FOR JOB SEEKERS***  
**WINS 2010 NATIONAL INDIE EXCELLENCE®**  
**BOOK AWARD**

**CHICAGO** – Author Brenda Bence’s book about how to find a job using personal branding – *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* – is the winner in the Career Category of the **2010 National Indie Excellence Book Awards**.

*How YOU™ are like Shampoo for Job Seekers* is one of 80 category winners for 2010 in both fiction and non-fiction categories out of thousands of new books submitted by independent publishers from across America. Bence’s Job Seeker book also won the Grand Prize in the 2009 Best Beach Books Festival and was an award-winning finalist in the USABookNews.com National “Best Books” 2009 Awards.

Author Brenda 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.

“My aim with this book was to help job seekers find great jobs fast, even in this difficult economy,” says Bence. “We have been surprised and delighted that the book has also gained critical attention and accolades.”

The National Indie Excellence Awards are designed to bring recognition to titles from independent publishers and celebrate excellence in independent publishing. The competition is judged by an independent panel of experts from all aspects of the publishing industry. For a complete list of finalists, visit <http://www.indieexcellence.com/indie-results-2010.php>.

*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 related to personal or corporate branding. Visit [www.BrendaBence.com](http://www.BrendaBence.com), contact +1-312-242-1830, or email [Daniel.Jackman@BDA-Intl.com](mailto:Daniel.Jackman@BDA-Intl.com) for availability.