

***HOW YOU™ ARE LIKE SHAMPOO***  
**IS AN AWARD-WINNING FINALIST FOR THE**  
**2008 NATIONAL BEST BOOKS AWARDS**

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**BANGKOK** – Bangkok-based author Brenda Bence's book on personal branding, *How YOU™ are like Shampoo: The breakthrough Personal Branding System based on proven big-brand marketing methods to help you earn more, do more, and be more at work*, is an award-winning finalist in three categories in **THE NATIONAL "BEST BOOKS" 2008 AWARDS** (NBBA) in the United States. USABookNews.com, the review website for mainstream and independent publishing houses, announced the winners and finalists of the awards on October 20, 2008. Awards were presented for titles published in 2008 and late 2007 covering print and audio books.

*How YOU™ are like Shampoo*, which has sold thousands of copies all around the world, was named as a finalist in the following categories:

- Books: Business/Careers
- Audio Book: Non-Fiction Unabridged
- Audio Book: Self-Help/Motivational

A Bangkok resident for the past nine years, Brenda Bence is Founder and Managing Director of Brand Development Associates (BDA) International, Ltd., a Bangkok-based firm started in 2002 that specializes in helping companies and individuals around the world build successful, growth-oriented corporate and personal brands. Bence not only wrote the book, but she also lent her voice to the award-winning audio book, both of which were launched at a gala event at Bangkok's Pan Pacific Hotel in January 2008.

"It was gratifying enough to finally get my personal branding system down on paper and to hear from readers that it has had a profound impact on their careers," says Bence. "To be recognized by USA Book News, especially in three separate categories, is unexpected icing on the cake."

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 per category. USABookNews.com is an online publication providing coverage for books from mainstream and independent publishers to the world online community. USABN Magazine Online is the monthly electronic magazine e-mailed free to a large cross-section of the book-buying public. A complete list of the winners and finalists of the USABookNews.com National "Best Books" 2008 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.

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.