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Authors Offer Hope in Tough Times

Chicago, IL. – November 19, 2009 – Due to recent economic turmoil, many people have lost their jobs and others have lost their homes. Even if you're still employed and have a place to live, the constant barrage of bad news may give you something in common with those directly affected by the recession. In fact, many Americans feel they've lost their purpose.

A new book, "The Power of the Platform: Speakers on Purpose," features messages of motivation and inspiration, as well as how-to information for business and life that is sure to help readers achieve their goals, find their purpose, and start living the life of their dreams. This is the second edition in "The Power of the Platform" anthology series published by the Las Vegas Convention Speakers Bureau.

Brenda Bence, Founder and President of Brand Development Associates (BDA) International, Ltd, was selected from today's most outstanding speakers and experts in personal development to be featured in the anthology. Brenda is an internationally recognized branding expert, certified executive coach, dynamic speaker and author of the award-winning "How YOU™ are like Shampoo" series of personal branding books.

Released earlier this month, "The Power of the Platform" features chapters from some of today's other most outstanding experts in personal development – including:

- Jack Canfield, co-creator of the "Chicken Soup for the Soul" series and "The Success Principles"
- Brian Tracy, owner of Brian Tracy Int'l. and personal development consultant
- Richard Bolles, author of "What Color is Your Parachute?" (2010 edition) and "The Job-Hunters' Survival Guide"
- Marci Shimoff, author of "Happy for No Reason," "Chicken Soup for the Woman's Soul," "Chicken Soup for the Mother's Soul," and featured mentor in "The Secret"
- Les Brown, motivational speaker and author.
- And others ...

The chapters in the book are varied and offer something for everyone, featuring messages of inspiration, motivation, tips and techniques to help you in business and in life. There is something to be gained from every chapter. Books are available on Amazon.com or www.BrendaBence.com.

With an MBA from Harvard Business School, Brenda Bence's 25-year career has included developing mega brands for Fortune 100 companies across four continents and 50 countries. As President of Brand Development Associates International Ltd, Brenda now travels the world speaking, training, and coaching individuals and companies to greater success through creative yet practical personal brand development.

For more information on "The Power of the Platform," or to arrange an interview with Brenda Bence, please visit www.BrendaBence.com, contact +1-312-242-1830, or email Daniel.Jackman@BDA-Intl.com for availability.

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