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**ACHIEVE BRAND INTEGRITY NAMED AS FINALIST IN NATIONAL
BEST BOOKS 2008 COMPETITION**

Distinction Adds to Multiple Award Honors for Best in Business Resources

ROCHESTER, N.Y., Oct 30, 2008 –The book *Achieve Brand Integrity* has been named an “Award-Winning Finalist” in the Business: Management & Leadership category of the National Best Books 2008 Awards (NBBA) competition. The latest distinction adds to the book’s growing list of accolades from the publishing industry, which includes the 2008 Axiom Gold Medal award for best business book in HR and Training, and the 2008 IPPY Silver Medal in the Business category.

NBBA is sponsored by USABookNews.com, an online publication providing coverage for books from mainstream and independent publishers to the world online community. Now in its fifth year, the competition represents a diverse mix of books from a wide array of publishers throughout the United States. According to Jeff Keen, president and CEO of USABookNews.com, this year’s contest yielded an unprecedented number of entries.

Achieve Brand Integrity is based on author Gregg Lederman’s work with hundreds of companies, ranging in size from \$6 million to \$20 billion, as well as his experience as a successful entrepreneur and owner of several businesses. His insights pinpoint where most companies go wrong in executing organizational strategies and why most theories touted today are ineffective in driving sustainable business results. These topics are covered in chapters such as: “Employees are NOT Your Greatest Asset,” “Marketing and Advertising Can Kill Your Brand,” “Buy-in Is the Only Way to Execute a Brand Strategy,” and “Most Companies Suck at Capturing Successes and Recognizing People.”

Brand Integrity clients include *Fortune* magazine’s “Top Companies to Work For” Wegmans Food Markets, Inc., and Erickson Retirement Communities, as well as Hallmark Cards, Inc., PAETEC Communications, Inc., Dunn Tire LLC, Duke Energy, Frito-Lay, Microsoft, and the American Red Cross.

Achieve Brand Integrity is available at Barnes & Noble, Wegmans Food Markets, and online for an estimated price of \$29.99.



For more information regarding *Achieve Brand Integrity* or the author visit www.brandintegrity.com or call 585-442-5404. For more information on NBBA, go to www.USABookNews.com.

About the Author

Gregg Lederman is the founder of Brand Integrity, Inc. (BI), a strategy practice group specializing in employee performance that has partnered with many of today's leading companies. He also is the co-founder of Potential Point, Inc., a provider of employee recognition software and consulting services. Lederman is a member of the National Speaking Association and delivers keynote and interactive presentations in corporate settings and industry conferences. He teaches the Achieving Brand Integrity® process as an adjunct faculty member to MBA students at the University of Rochester's William E. Simon Graduate School of Business Administration.

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