

**Editorial Contact:**

Holly Barrett  
Brand Integrity, Inc.  
(585) 615-8368  
hbarrett@brandintegrity.com

**ACHIEVE BRAND INTEGRITY WINS 2008 IPPY AWARD  
FOR BEST BUSINESS BOOK**

*Silver Medal Adds to Industry Accolades for Resources that Break New Ground*

**ROCHESTER, N.Y., July 8, 2008** – *Achieve Brand Integrity*<sup>®</sup> has been awarded the 2008 Independent Publishers' Silver Medal for best business book. The distinction adds to author Gregg Lederman's recent win of the 2008 Axiom Gold Medal for best business book in HR and Training.

The Independent Publisher Book Awards reward those who exhibit the courage, innovation, and creativity to bring about change in the world of publishing. Sponsored by the Jenkins Group, Inc.—one of the world's premiere suppliers of custom book publishing—the contest attracted 3,175 entries that were judged in 65 different categories.

"The 2008 winners represent some of the most unique and daring writing and publishing being done in the world today," said Jim Barnes, director, Independent Publisher Book Awards. "We present the IPPY awards in hopes that all of these books and their authors will be seen and heard, and receive the attention and appreciation they deserve."

*Achieve Brand Integrity* is based on 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," "Gaining Buy-in Is the Only Way to Execute a Brand Strategy," and "Most Companies Suck at Capturing Successes and Recognizing People."



The 2008 awards were presented to winners during a ceremony at the Wells Fargo building in downtown Los Angeles.

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., Duke Energy, Frito-Lay, Microsoft, and the American Red Cross.

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

For more information regarding *Achieve Brand Integrity* or the author visit [www.brandintegrity.com](http://www.brandintegrity.com) or call 585-442-5404.

### **About the Author**

Gregg Lederman is the founder of Brand Integrity Inc. (BI), a strategy practice specializing in employee performance that has partnered with many of today's leading companies. He is also 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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