

FOR IMMEDIATE RELEASE

CONTACT:

Susan Hodgkinson
Principal, The Personal Brand Company
781.934.2240
Susan@thepersonalbrandcompany.com
www.thepersonalbrandcompany.com

The Leader's Edge by Susan Hodgkinson, Principal of The Personal Brand Company, Selected as a Recipient of the 2009 Pinnacle Award , Business Category by the North American Book Dealers Emporium(NABE)

BOSTON, MA – November 30, 2009 -- The Leader Edge, (iUniverse publications) was recently awarded a Pinnacle for 2009. For the past 25 years, the North American Book Dealers Exchange (NABE) honors some of the finest books published and recognizes excellence through their Pinnacle Award. Hundreds of books are considered each year for recognition over 20 interest areas including, self help, business, travel and health. In addition to the award, recipients are honored in a special edition of the publication "Book Dealers World" as well as profiled on the NABE website.

Book Dealers World is published quarterly and reaches over 10,000 book buyers, including book distributors, libraries, mail order dealers, gift shops, trade show attendees, catalog firms, bookstores, and business opportunity seekers. The Leader's Edge is called out on page 23 of the current issue of Book Dealers World.

Susan Hodgkinson is Principal of The Personal Brand Companysm. She is a leadership development expert, award-winning executive coach, and professional speaker. Her expertise in personal brand management is built upon her success as a marketing and public relations professional working inside organizations in healthcare, financial services and state government.

Ms. Hodgkinson is the creator of the **Leadership Brand Managementsm** and **Personal Brand Managementsm** methodologies. She works with thousands of professionals in a diverse array of businesses who know they must strategically manage their own professional learning, leadership development and personal brand to succeed—for their company and themselves. Her clients include professionals at all levels in organizations, including women and people of color, who have significantly increased their impact, confidence and mobility through this work.

Susan Hodgkinson's work has most recently been featured in *The New York Times*, *The Detroit Free Press*, *Essence Magazine*, *The Boston Globe*, Fox News, Chronicle, and other major electronic media and syndicated business columns throughout the U.S. She holds her MBA from Simmons School of Management and is on the Executive Education faculty there. She is a frequent presenter at national conferences, and has written articles for *Employee Benefits News*, *The Merger & Acquisitions Advisor*, *Profiles in Diversity* and *Women's Business Journal*.

Ms. Hodgkinson is also a frequent radio and television guest, most recently appearing in the ABC TV News Now Program – *Money Matters*.

The Personal Brand Company, founded in 1994, has a results-based, distinguished track record helping professionals at all levels, in organizations of all kinds, build strong personal and leadership brands

###