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**ACHIEVE BRAND INTEGRITY WINS GOLD MEDAL AXIOM AWARD
FOR BEST BUSINESS BOOK**

Inc. Magazine, Independent Publishers and Jenkins Group Honors Best Resource in HR and Employee Training

ROCHESTER, N.Y., April 9, 2007 – Gregg Lederman’s book, *Achieve Brand Integrity®*, has been named the 2008 Axiom Gold Medal winner for best business book in HR and employee training.

Sponsored by *Inc. Magazine*, Independent Publishers and the Jenkins Group, the Axiom Business Book Awards are designed to bring increased recognition to the very best business books of the year and their creators. Authors from around the globe submitted 400 business titles that were published in 2007 for judging in 25 different categories.

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,” “Buy-In Is the Only Way to Execute a Brand Strategy,” and “Most Companies Suck at Capturing Successes and Recognizing People.”



“The goal of the Axiom Awards is to celebrate the innovative aspects of books that make us think, see, and work differently every day,” said Jim Barnes, awards director, Jenkins Group. “The judges knew when they evaluated *Achieve Brand Integrity* that it was a very unique book.”

At first glance most readers assume the book offers another take on branding from a marketing perspective; however, the author presents a powerful case for why branding should move out of the marketing department and into executive offices.

“Leaders today should embrace the brand strategy as the ‘ultimate management strategy’ for its potential to provide the employee behavioral framework that is often missing, yet essential to helping companies actually deliver on their promises and define uniqueness in the market,” said

Lederman. “The companies we have worked with that have taken this approach have become wildly successful because their employees are engaged and motivated to bring the brand to life consistently every day—for customers, colleagues and the marketplace.”

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 street price of \$29.99, or at www.brandintegrity.com.

For more information regarding *Achieve Brand Integrity*, the author or services offered by Brand Integrity, Inc., visit www.brandintegrity.com or call 585-442-5404.

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 delivers keynote and interactive presentations in corporate settings and industry conferences, and 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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