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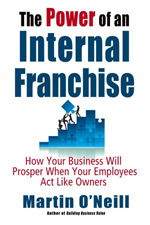
**2011 Book of the Year Award Finalists Announced**

*ForeWord Reviews* is pleased to announce the 2011 Book of the Year Awards list of finalists. Representing more than 700 publishers, the finalists were selected from 1200 entries in 60 genre categories. These books are examples of independent publishing at its finest.

***The Power of an Internal Franchise*** is a finalist for the 2011 Book of the Year Awards in the business & economics category.

***The Power of an Internal Franchise*** offers the tools and strategies to build an ownership culture, put it to work in your business, and share the rewards of ownership with everyone.

Author Martin O’Neill, the Founding Principal of [Corsum Consulting](http://www.corsum.com) has authored two previous books; ***Act Like an Owner***, published by Wiley and ***Building Business Value***, published by Third Bridge Press.



***The Power of an Internal Franchise***is published by Third Bridge Press, a publisher specifically geared toward the business author who is interested in independent publishing.   
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*ForeWord Reviews*' Book of the Year Awards program was established to help publishers shine an additional spotlight on their best titles and bring increased attention to librarians and booksellers of the literary and graphic achievements of independent publishers and their authors. Award winners are chosen by librarians and booksellers who are on the front lines, working everyday with patrons and customers.

ForeWord is the only review trade journal devoted exclusively to books from independent houses.