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PRESS RELEASES

International Business Expert
Brenda R. McGuire Receives
Quilly® Award

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HOLLYWOOD, Calif., Oct. 7, 2015 /PRNewswire/ -- Brenda McGuire, Founder, President and CEO of WorldWide Connect® and Global Gals®, received a Quilly® Award from the National Academy of Best-Selling Authors for reaching No. 1 international best-selling status with a new book, *The Soul of Success*. McGuire joined a select group of business experts and entrepreneurs from around the world, along with Best-Selling Author Jack Canfield, originator of the *Chicken Soup for the Soul*® series, to co-write the book.

With an international business and travel career spanning 25 years, McGuire is a leading expert on teaching individuals and business leaders how to successfully live, work and travel the world. McGuire and her team provide cross-cultural training and global skills development programs to thousands of individuals and corporations on six continents.

"In the book, I share strategies for effectively creating meaningful personal and professional connections in a cross-cultural world," McGuire says. "Through my international business experiences, I've learned the importance of understanding the culture you're working with in order to avoid making embarrassing and costly cultural mistakes, which can lead to lost business opportunities, damaged relationships, and lost revenue."

A successful entrepreneur and international business and travel expert, McGuire's global journey has taken her to more than 70 countries. Based on her contributions to *The Soul of Success* and her in-depth global knowledge, McGuire earned the book's prestigious Editor's Choice Award.

The National Academy of Best-Selling Authors was founded to honor authors who have achieved best-selling status for their literary works.

About WorldWide Connect:

WorldWide Connect delivers cross-cultural coaching, global business effectiveness programs, global leadership development and expatriate training to individuals and organizations around the globe. Visit www.worldwideconnect.com for more information.

About Global Gals:

Through workshops, retreats, cultural training and networking events, Global Gals empowers and educates women to achieve their travel goals. McGuire started Global Gals to encourage other women to live, work and travel the world. Visit www.globalgals.com for more information.

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