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**The Prendismo Collection Is “Highly Recommended” In the November 2010 American Library Association Journal, CHOICE**

Ithaca, NY (11/01/10) -- The American Library Association maintains an online journal CHOICE that provides members with reviews of educational and media resources by specific subject areas. Prendismo’s collection of 15,000 digital video and audio clips on entrepreneurship and leadership was recently reviewed by Stacey Marien of American University. Ms. Marien’s review brings insight from her role at American University as well as her role as chair for the Development Committee of BRASS (Business Reference and Services Section) which is a section of ALA's RUSA (Reference and User Services Association).

After outlining the navigation and options of the online collection, Ms. Marien stated, “Prendismo is an excellent resource for a unique set of material.” The review concluded with a summary statement, “Highly recommended. Business collections at all levels.”

For registered users of ALA, the full review can be viewed at <http://www.cro2.org/>

**About Prendismo**

Prendismo is home to the world's premiere collection of digital video content on business, leadership and entrepreneurship. Founded in July 2008, Prendismo has developed innovative and provocative ways to share an extensive collection of business insight.

The company’s digital video platform, products, and services have set new standards for producing and delivering content that inspires and educates people anywhere anytime. The company also provides an innovative knowledge management tool for businesses who wish to capture the real stories of their executives and employees and share this wisdom across the organization.

For more information, visit [www.prendismo.com](http://www.prendismo.com).