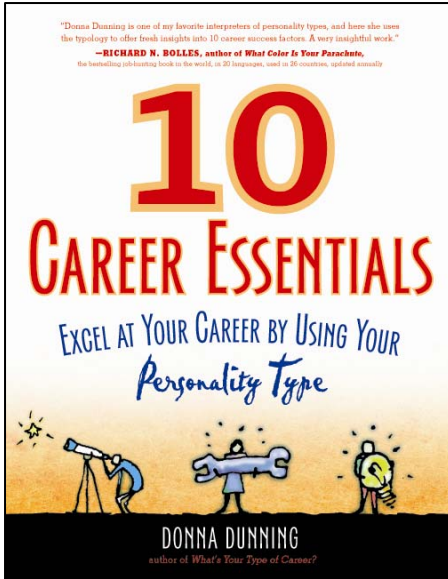


FOR IMMEDIATE RELEASE:

CONTACT: Nicole LeBlanc
Nicholas Brealey Publishing
T: 617.523.3801
F: 617.523.3708

nleblanc@nicholasbrealey.com
www.nicholasbrealey.com



As the job market grows for the fourth consecutive month, so does competition in the workplace. New book delivers ten essential career success strategies to help workers excel.

10 Career Essentials:

Excel at Your Career by Using Your Personality Type

By Donna Dunning, author of *What's Your Type of Career?*

"Donna Dunning is one of my favorite interpreters of personality types, and here she uses the typology to offer fresh insights into 10 career success factors. A very insightful work."

—RICHARD N. BOLLES, author of *What Color Is Your Parachute*, the bestselling job-hunting book in the world, in 20 languages, used in 26 countries, updated annually

**Are you excelling at your career?
Are you getting what you want from work?**

You should be! Because over the course of a lifetime, you could very well spend 80,000 hours at work! With this much time invested, author Donna Dunning asserts that your career should be interesting, motivating and rewarding. But in addition to finding your career rewarding, you also need to know how to be effective and competent at work. With 290,000 jobs added to the economy in April (the largest gain in four years) and this growth trending upwards as the economy improves, excelling in your career is as crucial as ever, otherwise you could find yourself unemployed or passed over for promotions.

Focusing on day-to-day behaviors and providing practical tips and strategies, ***10 Career Essentials*** will become your personal career coach by showing you how to work effectively, get recognition and steer your career in the direction you want to go. The ideas—such as optimizing your outlook, exceeding expectations and thriving amidst uncertainty—may sound simple, but applying them takes skill and practice.

Each chapter describes one of 10 essential strategies to stimulate your thinking while encouraging you to identify your unique learning needs. Self-assessment tools are included to help you identify and make the most of your strengths while highlighting potential areas for development. Tips are provided in each chapter to show you how to tailor and optimize your career success strategies to your personal preferences.

There are many books that help you choose a career, but few that help you excel in the workplace once you are working. Mastering these 10 career essentials will be key to your career success.

What the experts are saying:

“A groundbreaking way of finding the right job! **10 Career Essentials** is an invaluable tool for understanding how one’s personality impacts the key components of career exploration and success.”
–**Shoya Zichy, author of *Career Match: Connecting Who You Are with What You’ll Love To Do***

“This was the easiest book to endorse that I have ever come across. I was able to identify myself to a T in an instant and thereafter found plenty of ways to enhance my strengths and tackle my weaknesses. A great personality guidebook full of riches.” –**John Whitmore, PhD, Executive Chairman, Performance Consultants International and author of international bestseller *Coaching for Performance***

About the author

Donna Dunning, PhD is an award-winning psychologist, author, consultant, certified teacher and member of the MBTI® International Training Faculty. She specializes in the areas of career development, learning and work performance. Dunning is the author of more than a dozen publications, including *What’s Your Type of Career?*, *Introduction to Type and Communication*, *TLC at Work* and *Introduction to Type and Learning*. She has appeared on Canada AM, CTV, CBC Radio, Access TV and Workopolis TV, discussing topics related to human development and workplace performance.

-- End --

FOR IMMEDIATE RELEASE

CONTACT:

Nicole LeBlanc

Nicholas Brealey Publishing

T: 617.523.3801

F: 617.523.3708

nleblanc@nicholasbrealey.com

www.nicholasbrealey.com

10 Career Essentials: Excel at Your Career by Using Your Personality Type

By Donna Dunning

May 2010 • \$19.95 • Paperback • 224 pp.

Please email nleblanc@nicholasbrealey.com to receive a review copy. The author will also be available for interviews – please call or email to discuss time slots.