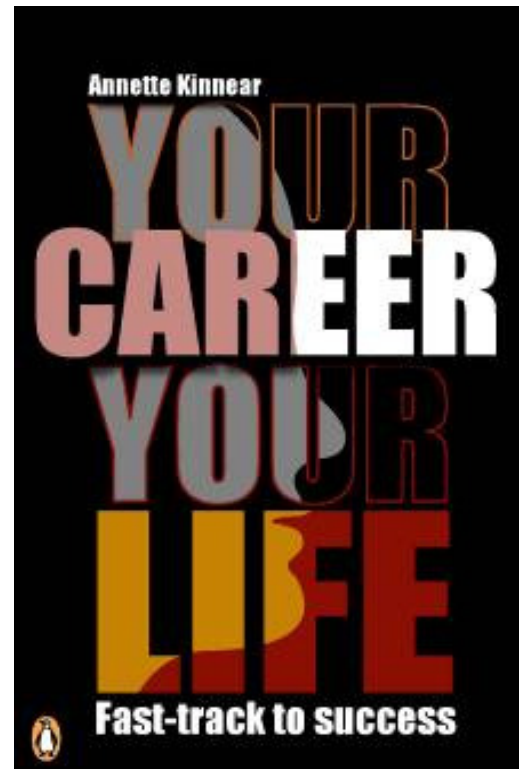




# PRESS RELEASE

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## Penguin Books SA brings you a practical guide to improving your career



Doors fly open and opportunities arrive on your doorstep once you start to understand the basic principles of career success. *Your Career, Your Life* reveals these important foundations and shows that career growth is a process that starts inside **you**.

**SUCCESS** is a direct product of your thoughts, words and actions. While all careers can grow up to a point through consistent hard work, going further requires wisdom, preparation and focus – conscious career management.

We all have the potential to turn our **DREAMS** into **REALITY**, but we need **knowledge**, tools and a guide. Using an original week-by-week approach to present sometimes difficult concepts in an accessible, often humorous manner, recruitment specialist Annette Kinnear has produced that **guide** for South Africans.

Drawing on examples from real-life situations and inspiring quotations from an eclectic range of sources, *Your Career, Your Life* imparts **wisdom** that is applicable not only to career development but also to life as a whole. The weekly structure and well-chosen activities make it easy to assimilate Kinnear's principles, both intellectually and emotionally, resulting in a book that is both supportive and challenging.

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**Annette Kinnear** has a background in recruitment, career and business management, and inspirational leadership. Through her work she has gained valuable insight into what fast-tracks careers and how successful businesses are built. Her first job was as a receptionist in a car workshop in downtown Joburg, where she felt penniless and powerless. Over time, Kinnear learned how easy it was to move up in companies once you knew how. In 1988 she joined DAV Professional Placement Group and held the position of Executive Technical Director there until 2008. Kinnear currently runs a company called IRIE Inspiration, which specialises in career development, corporate inspiration and cross-cultural education. ( [www.irie.co.za](http://www.irie.co.za) )

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