



**FOR IMMEDIATE RELEASE**

**New Book Targets Coddled Generation of Job Seekers**

**Chicago, IL (November 2, 2007)** - Dalidaze Press released their first title today, *Grad to Great*, written by two sisters and first-time authors: Anne Brown, and Beth Zefo. *Grad to Great* is a post college handbook written specifically for today's graduates who demand more personalized attention in the workplace, and who may have a more difficult time adjusting to an environment in which their parents have no influence. It is no secret that Generation Y – also referred to as the Millennials – is considered the most coddled of the four generations working side by side in the workplace today. The authors take a “tell-it-like-it-is” approach to this and other issues that make surviving and thriving in the real world a challenge for most recent graduates.

Readers benefit from real on-the-job scenarios, interviews with executives, and insightful tactics that can be put into practice immediately. In *Grad to Great*, readers learn how to:

- Find the right career
- Avoid the mistakes that hold them back
- Discover their authentic self
- Articulate their goals so people care
- Deal with difficult people
- Take charge of their professional life
- Get people in power to listen them
- Appreciate criticism and use it to their advantage

“*Grad to Great* is a MUST READ handbook for every young executive “in-waiting.” Its practical and common sense approach to managing one’s career is beautifully simple, and 100% accurate.”

Rob Engelman

Co-author of *That Was Zen, This Is Wow: 232 Ideas for Transforming Your Life From Ordinary to Extraordinary*

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