

## FOR IMMEDIATE RELEASE

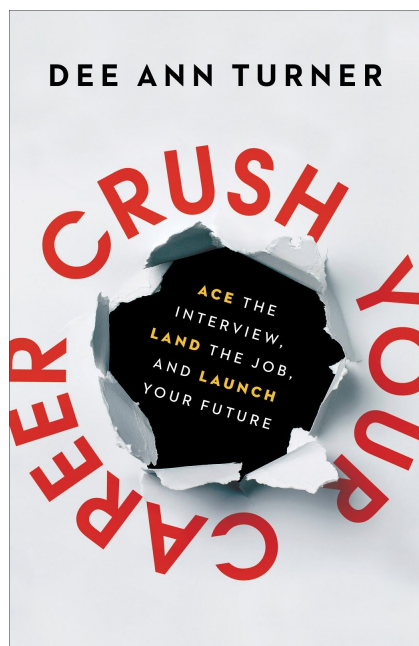
### Contacts:

Olivia Parven  
[Olivia@ChoicePublicity.com](mailto:Olivia@ChoicePublicity.com)  
202-375-8921

## 35-YEAR VETERAN IN IDENTIFYING, SELECTING AND GROWING TALENT AND BEST-SELLING AUTHOR DEE ANN TURNER RELEASES ANTICIPATED THIRD BOOK

*"Crush Your Career: Ace The Interview, Land The Job, and Launch Your Future" is a timely career guide for every stage in your vocational journey*

**ATLANTA, Ga. - March 2, 2021** - In a time when career advice may be the most relevant it has ever been, prominent speaker, former VP of talent for Chick-fil-A, and best-selling author Dee Ann Turner serves as your own personal career coach in her third book: **CRUSH YOUR CAREER: ACE THE INTERVIEW, LAND THE JOB, AND LAUNCH YOUR FUTURE** (Baker Books; ISBN: 978-0801094378 ; March 2, 2021; \$21.99).



Dee Ann recognizes the value of providing best practices and tools for entering into or transitioning within the workforce. As such, "Crush Your Career" relies on relatable narratives, veteran wisdom, and precise questions to demystify the modern job market and workplace and help readers discover personal passion.

How do you get a job you truly want—and keep it? What does it mean to grow professionally? When is it time to leave a position—and how should it be done? Drawing upon more than 30 years of leadership and talent acquisition expertise, Dee Ann answers all of these questions with dedicated chapters to some of our most asked questions.

With her direct but warm tone, anecdotal examples, and unparalleled career wisdom, Dee Ann offers readers a deep dive into expectations, etiquette, and personal goals that job

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seekers and current employees alike will find crucial to navigating the workforce.

Serving as a resource to demystifying the job market and workplace, Dee Ann provides expert advice from inside the C-Suite on topics such as:

- **Tips on negotiating salary, even in uncertain times:** Becoming skilled at salary negotiation early on is important for your long-term career. In Dee Ann's experience, the longer it takes to become proficient at negotiation, the more money you will leave lying on the table throughout your career. Even during uncertain times, Dee Ann argues that you still must speak up and negotiate for yourself. She shares her go-tips on negotiating a salary, the research you should do before having these conversations, and overall how to equip yourself for these challenging but necessary conversations.
- **Moving from a "doer" to a "leader:"** When one moves into a leadership position, it can be hard to break the "doing" cycle and start effectively delegating so that you can lead your team. Dee Ann shares her personal experience of changing her mindset in her first leadership role to avoid failure. She also shares key steps that one must take to shift to a leader.
- **How to lead through change and uncertainty:** We are currently living in what will go down as the most uncertain time in the modern era. Perhaps your company has restructured with layoffs, or there are unsettling murmurs about the company potentially going under. It's paramount in these times of change that leaders can manage change with their team. One of Dee Ann's most significant pieces of advice is to make no assumptions about how individuals on your team respond to change. The best leaders will give each person time and space to process their thoughts and feelings and be available to discuss.
- **What to do when you don't know what you want to do:** Understanding our calling is critical to finding a career that gives our work-life meaning. Without a calling, a job is just work. Dee Ann preaches that when we find our career calling, it engages the core of our being and drives us to fulfill our goals and dreams. Dee Ann shares her four steps to determine a career path.
- **A guide to handling rejection and negative feedback:** Dee Ann encourages readers not to wallow in negative feedback or rejection as most people will experience it at some point throughout their career. However, the most successful people know how to receive constructive criticism and bounce back from rejection well. Dee Ann shares the value and importance of adaptability and resilience in the face of adversity.

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The evergreen advice found in "Crush Your Career" could not have come at a better time. "Crush Your Career" is a necessary roadmap for the current job market.

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**ABOUT DEE ANN TURNER:**

Dee Ann Turner is a 35-year veteran in identifying, selecting, and growing talent. An experienced mentor and leader, Dee Ann is dedicated to teaching organizations how to find and keep extraordinary talent, and now with Crush Your Career, she is teaching talent how to be extraordinary. Today, she leads her own organization, Dee Ann Turner & Associates, LLC, where she widely shares her wisdom through speaking opportunities, coaching, and consulting. Dee Ann lives with her husband just outside of Atlanta, Georgia. For more information, please visit [CrushYourCareerBook.com](http://CrushYourCareerBook.com)

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