

FOR IMMEDIATE RELEASE

**THE WORLD'S LEADING EXPERT IN CAREER SUCCESS & BEST-SELLING AUTHOR
MARCUS BUCKINGHAM REVEALS
"THE TRUTH ABOUT YOU"**

Buckingham Challenges the Next Generation to Defy Conventional Corporate Wisdom & Put their Strengths First When Choosing a Career Rather than Chasing a Paycheck and the Approval of Teachers & Parents

Los Angeles, CA (July 1, 2008) – Marcus Buckingham today announced the release of his fifth book and break-through toolkit *The Truth About You: Your Secret to Success* which challenges young professionals to defy the conventional wisdom of choosing a career path primarily for financial security and stability, and to take a stand by following their strengths and interests, giving them the ultimate edge in work and in life. Buckingham's *The Truth About You: Your Secret to Success* shows the next generation how to achieve true satisfaction and lasting success by putting themselves first.

"Fewer than two out of ten people ever get to experience a high level of satisfaction in their career," says Marcus Buckingham, best-selling author and the world's leading expert in career success. "What today's generation achieves and how they develop will be a direct reflection of the choices they make to play to their strengths at work."

Perfect for high school and college students, young professionals, and people simply wanting to revitalize their career, *The Truth About You: Your Secret to Success* helps develop the kind of clarity and passion that drives a successful and satisfying future.

This unique toolkit includes:

Enhanced DVD. A high-energy film reveals how and why you must discover and prioritize your strengths and includes access to a wealth of downloadable resources, including five bonus Strength Tip videos.

Interactive Book. With insightful exercises and tried-and-true life wisdom no one else will tell you, the book takes you to the location of your most powerful and unchanging talents.

ReMemo Pad. Designed for a life on-the-go, the ReMemo Pad becomes your companion to complete the task of revealing your strengths using your everyday experiences.

Best-selling author, consultant and speaker, Marcus Buckingham is widely considered one of the world's leading authorities on employee productivity and the practices of leading and managing. Buckingham addresses more than 250,000 people around the globe each year and is routinely lauded by such corporations as Toyota, Coca-Cola,

Master Foods, Wells Fargo, **Microsoft** and Disney as an invaluable resource in informing, challenging, mentoring and inspiring people to find their strengths and obtain and sustain long-lasting personal success.

The Truth About You: Your Secret to Success follows Marcus Buckingham's four best-selling books *First, Break All the Rules* (coauthored with Curt Coffman, Simon & Schuster, 1999); *Now, Discover Your Strengths* (coauthored with Donald O. Clifton, The Free Press, 2001); *The One Thing You Need to Know* (The Free Press, 2005); *Go Put Your Strengths To Work* (The Free Press, 2007).

Contact:

Holly Taylor
Rogers & Cowan
(310) 854-8115

hetaylor@rogersandcowan.com

Stephanie Samson
Rogers & Cowan
(310) 854-8170

ssamson@rogersandcowan.com