

Kaplan Books' *Careers In Nursing* Helps Nurses Take Charge of Their Careers

New York - Recent changes in the healthcare industry are redefining the roles of the more than 2.4 million practicing nurses across the country. **Careers in Nursing** (Kaplan/Simon & Schuster; ISBN 0-684-85236-5; \$16.00 trade paperback) explores a multitude of career options and empowers nurses with the invaluable information and tools they need to manage their futures in the rapidly changing world of healthcare.

Drawing on the advice and strategies she developed as an educator and career counselor for nurses, author Annette Vallano, R.N., offers a new way of envisioning a nursing career as an entrepreneurial enterprise. By following Vallano's comprehensive, detailed plan for creating and marketing one's own nursing "product," nurses can achieve job security and career mobility.

"In my own career, I found that most nursing guides didn't offer any advice that would help nurses develop a self-employed attitude. I decided to take ideas from the business world and apply them to a nursing career--how to manage 'you, inc.'," said Vallano. "This guide offers practical business tips to help nurses develop a self-employed attitude and build a career."

Among the features of *Careers in Nursing* are in-depth profiles of real nurses who have faced daunting obstacles--nurses who saw the signs of change coming, found ways to adapt, and ultimately maintained or even increased job satisfaction. *Careers in Nursing* also answers the questions most nurses have in an employment atmosphere of change and permanent transition, including:

How can I feel more in control of my professional destiny?
What's the ideal nursing job for me, and how can I get it?
What impact will the sweeping changes of managed healthcare have on my future?
What can I do to sell myself effectively to potential employers?
What are all of my employment options?
Careers in Nursing is available wherever books are sold.

About the Author

Annette Vallano is a clinical nurse specialist and nurse practitioner in psychiatric mental health nursing in private practice in New York City. She is founder and director of The Self Care Center for Nurses, established in 1987 to teach and promote self-care and personal empowerment strategies for nurses. Annette is an adjunct faculty member of the nursing faculties of Mercy College in Dobbs Ferry, New York, and New York University, and is currently the mental health clinician for Lenox Hill Hospital's home care department. Annette also serves as a consultant to healthcare organizations, such as the New York Hospital-Cornell Medical Center.

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