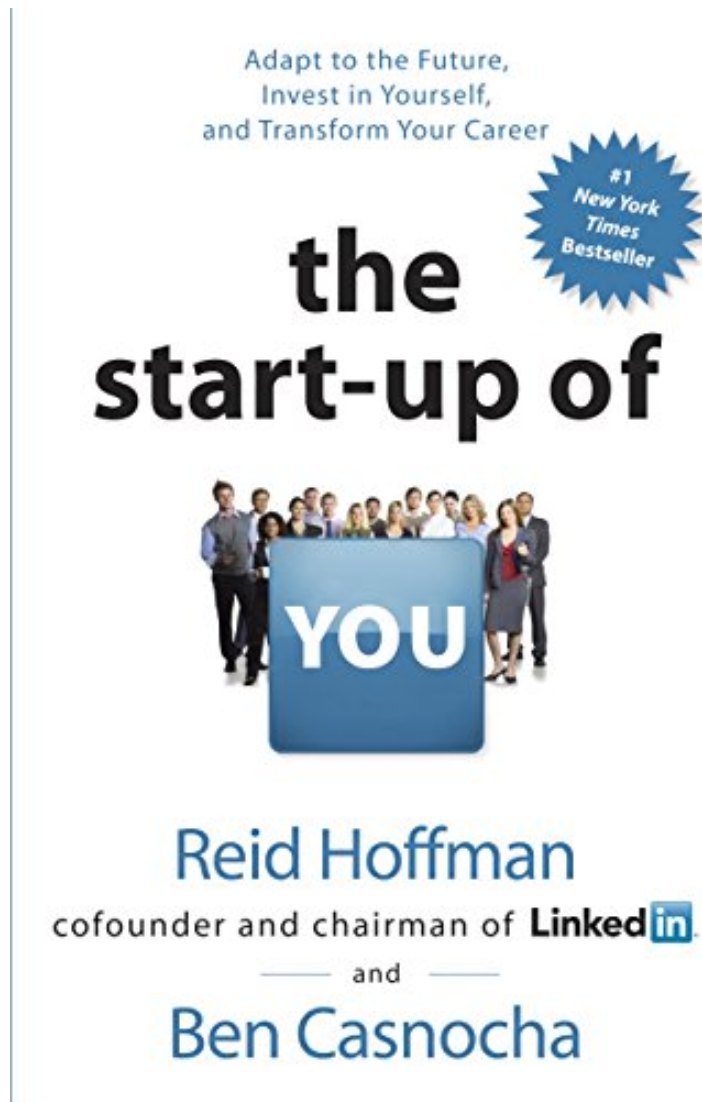


The Start-up of You: Adapt to the Future, Invest in Yourself, and Transform Your Career

Reid Hoffman, Ben Casnocha

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Reid Hoffman, Ben Casnocha : The Start-up of You: Adapt to the Future, Invest in Yourself, and Transform Your Career before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Start-up of You: Adapt to the Future, Invest in Yourself, and Transform Your Career:

1 of 1 people found the following review helpful. Gave me a new perspective on LinkedIn and careers in a changed employment environment. By puzzledI learned of this book from a mention in another book: "The Rise of the Plutocrats and the Fall of the Rest of Us" which I read as a follow on to Thomas Pickety's "Capital in the Twenty First Century. It will be helpful to anyone wanting help in navigating a changing employment/career landscape or

contemplating a business startup. It is especially helpful in career related networking. One author, Reed Hoffman, was a founder of LinkedIn. The book's chapter end exercises should be really useful in helping to build new skills in career development and networking. It has engaged me in thinking about and rethinking my own career. Also, I will give a copy to each of our five daughters; two recently graduated BS and MFA and one about to graduate and two entrepreneurial homemakers. 0 of 0 people found the following review helpful. but it would best for you to discover and enjoy. By Lee C. I have been a student of personal leadership and found that this title effectively describes insights and strategies for the current state of entrepreneurship and career development. I was immediately sold on the value of this book when I read the use of the idea of being in permanent beta, that we are all a work in progress. The book continues with additional gems of wisdom, chapter after chapter. I could go on, but it would best for you to discover and enjoy. Within the first chapter, I stopped for a moment to immediately order another copy, sent to my daughter, who had just graduated university. 0 of 0 people found the following review helpful. Easy and clear read. By Phil Lee I follow Reid Hoffman's posts on LinkedIn and tune into his podcast, so I'm familiar with his style and like how he explains different concepts or gives anecdotes from his own entrepreneurial pursuits. This book is great for anyone looking to sharpen their abilities and prepare themselves to be better at anything they do, whether a start-up or any other professional pursuit.

A blueprint for thriving in your job and building a career by applying the lessons of Silicon Valley's most innovative entrepreneurs. LinkedIn cofounder and chairman Reid Hoffman and author Ben Casnocha show how to accelerate your career in today's competitive world. The key is to manage your career as if it were a start-up business: a living, breathing, growing start-up of you. Why? Start-ups--and the entrepreneurs who run them--are nimble. They invest in themselves. They build their professional networks. They take intelligent risks. They make uncertainty and volatility work to their advantage. These are the very same skills professionals need to get ahead today. This book isn't about cover letters or resumes. Instead, you will learn the best practices of Silicon Valley start-ups, and how to apply these entrepreneurial strategies to your career. Whether you work for a giant multinational corporation, a small local business, or launching your own venture, you need to know how to: Adapt your career plans as you change, the people around you change, and industries change. * Develop a competitive advantage to win the best jobs and opportunities. * Strengthen your professional network by building powerful alliances and maintaining a diverse mix of relationships. * Find the unique breakout opportunities that massively accelerate career growth. * Take proactive risks to become more resilient to industry tsunamis. * Tap your network for information and intelligence that help you make smarter decisions. A revolutionary new guide to thriving in today's fractured world of work, the strategies in this book will help you survive and thrive and achieve your boldest professional ambitions. The Start-Up of You empowers you to become the CEO of your career and take control of your future.