

Reinvention Roadmap Break The Rules To Get The Job You Want And Career You Deserve

Cut through the networking noise and start building the powerful, real relationships needed to succeed in our digital world. If you think of networking as schmoozing at boring cocktail parties or scrolling through LinkedIn for new contacts to add, think again. In the social media age, you need a modern roadmap for creating and cultivating meaningful connections to stand out from the crowd and achieve any of your goals, no matter how big or small. In *Build Your Dream Network*, acclaimed business columnist and networking expert J. Kelly Hoey offers a fresh new approach to mastering this timeworn skill in a world where everyone is posting, liking, and friending fast and furiously, but many are failing to leverage their connections successfully. Hoey presents innovative strategies for forming strong relationships—the genuine, mutually beneficial, long-lasting kind—using all of the social tools at your disposal. She also reveals creative and surprisingly simple ways to harness the power of your network to accomplish any ambition, from landing your dream job or a coveted account or client to successfully crowdfunding a new business venture. *Build Your Dream Network* will help you:

- Determine the most effective ways to connect with others so you don't clutter your calendar with dead-end coffee dates and informational interviews
- Synchronize IRL networking efforts with your digital outreach
- Turn "closed door" conversations into strong personal relationships and business opportunities
- Eliminate FOMO by keeping your networking efforts focused

Packed with infographics, flowcharts, and encouraging advice, *Build Your Dream Network* shows how small adjustments in your daily routine, generosity, and goal-focused efforts are all it takes to set you apart and ignite the powerful connections that will lead to major opportunities for success.

This groundbreaking book proposes that the rise of alphabetic literacy reconfigured the human brain and brought about profound changes in history, religion, and gender relations. Making remarkable connections across brain function, myth, and anthropology, Dr. Shlain shows why pre-literate cultures were principally informed by holistic, right-brain modes that venerated the Goddess, images, and feminine values. Writing drove cultures toward linear left-brain thinking and this shift upset the balance between men and women, initiating the decline of the feminine and ushering in patriarchal rule. Examining the cultures of the Israelites, Greeks, Christians, and Muslims, Shlain reinterprets ancient myths and parables in light of his theory. Provocative and inspiring, this book is a paradigm-shattering work that will transform your view of history and the mind.

Companies, communities, and individuals fail for many reasons, but one of the most common—and easily avoidable—is the failure to reinvent. When people and organizations rest on prior successes rather than driving purposeful transformation, they discover too late that they have lost their market position altogether to competitors and external forces. The most successful companies, brands, and individuals make reinvention a regular part of their business strategies. Transformation demands an ongoing process of discovery and imagination, and *The Road to Reinvention* lays out a systematic approach for continually challenging and reinventing yourself and your business. Venture capitalist and serial entrepreneur Josh Linkner identifies six elements in any business that are ripe for reinvention and shares examples, methods, and step-by-step techniques for creating deliberate, productive disruption. Throughout *The Road to Reinvention*, Linkner also explores the history—the great rise, unprecedented fall, and now rebirth—of his beloved hometown, Detroit. First rising to greatness as the result of breathtaking innovation, Detroit had generations of booming growth before succumbing to apathy, atrophy, and finally bankruptcy. Now, the city is rising from the ashes and driving sustainable success through an intense focus on reinvention. Linkner brings an insider's view of this incredible story of grit, determination, and creativity, sharing his perspective on Detroit's successes and setbacks as a profound example of large-scale organizational and personal transformation. Change is inevitable. You need to decide: Will you drive that change, or be driven away by it? Will you disrupt or be disrupted? By choosing to deliberately reimagine your own status quo, you can secure a strong future for both your company and your career.

What Are Employers Really Looking for? It's Not What You Think. More people than ever are applying for the same few jobs. Surfing job boards and submitting a dozen résumés a day just doesn't work. *The 6 Reasons You'll Get the Job* shows you exactly how to tailor your pitch and stand out from the crowd so that you get hired. Talent alone will not get you the job. The short list of candidates all have the ability to do the work, so what makes the difference? Whether employers know it or not, intuitively they are always looking for a candidate who meets or exceeds each of six qualities: ?Presentation ?Ability ?Dependability ?Motivation ?Attitude ?Network These qualities may sound familiar, but you'll be surprised at how employers judge them. You'll discover how to promote these six qualities to your advantage so employers take notice. You'll also learn proven strategies for finding jobs in the Hidden Market while your competition is still waiting by the phone. By mastering a few simple, often overlooked techniques, you'll get noticed by the person who has the power to hire you now.

Until recently, Tess Vigeland was a longtime host with Public Radio's Marketplace; it was a rewarding, high-status job, and Tess was very good at it—but she'd begun to feel restless. Without any definite, clear sense of what she wanted to do next (but an absolute certainty that what she'd been doing was no longer truly satisfying), she walked away from her dream job and into a vast unknown. Suddenly she was no longer "Marketplace's Tess Vigeland," she was just Tess Vigeland. For the multitude of Americans who change jobs mid-career (by choice or circumstance), the growing legions of freelance workers, and the entrepreneurially-minded who see self-employment as an increasingly more appealing and viable option, Tess Vigeland has created a personal and well-researched account of leaping without a net. With her signature humor, she writes honestly about the fear, uncertainty, and risk involved in leaving the traditional workforce—but also the excitement, resources, and possibilities that are on the other side. Part memoir and part field guide, this book offers a funny, thoughtful, and provocative look at how to find happiness, satisfaction, and success when pursuing a career less ordinary.

An international business expert helps you understand and navigate cultural differences in this insightful and practical guide, perfect for both your work and personal life. Americans precede anything negative with three nice comments; French, Dutch, Israelis, and Germans get straight to the point; Latin Americans and Asians are steeped in hierarchy; Scandinavians think the best boss is just one of the crowd. It's no surprise that when they try and talk to each other, chaos breaks out. In *The Culture Map*, INSEAD professor Erin Meyer is your guide through this subtle, sometimes treacherous terrain in which people from starkly different backgrounds are expected to work harmoniously together. She provides a field-tested model for decoding how cultural differences impact international business, and combines a smart analytical framework with practical, actionable advice.

In a rapidly changing environment, the ability to move efficiently with speed not only determines survival but provides the opportunity to build massive success. Written by serial entrepreneur Judge Graham, who sold his last company for several hundred million dollars, *Scale with Speed* reveals the formula Judge used to build his businesses quickly from nothing to generating millions of dollars in revenue. It's a practical guide to achieving transformational growth by working faster, smarter, and more strategically. Speed is the new currency and without it, businesses die. With *Scale with Speed*, business owners, executives, and entrepreneurs alike achieve the financial freedom and the life they've always dreamed of.

Lauren Kilroy and Saiv Lovett have been best friends since one was a college dropout while the other headed the class. A decade later, Lauren is a high-flying advertising executive while Saiv is a shy philosophy professor, and still, each is the first person the other turns to for help. And now, Lauren needs her friend. Her hectic life includes parties every night, an apartment in trendy Temple Bar - and being the mistress of a high-profile judge who has given her what could be a fatal disease. Faced with the illness but refusing to confront it, Lauren contacts Saiv and talks her into flying off to Italy, where a new world opens up for them both. While Lauren begins to re-think her busy,

superficial, money-mad life and make the most of every moment, Saiv finds her own life changing along with Lauren's.

A renowned Harvard professor debunks prevailing orthodoxy with a new intellectual foundation and a practical pathway forward for a system that has lost its moral and ethical foundation. Free market capitalism is one of humanity's greatest inventions and the greatest source of prosperity the world has ever seen. But this success has been costly. Capitalism is on the verge of destroying the planet and destabilizing society as wealth rushes to the top. The time for action is running short. Rebecca Henderson's rigorous research in economics, psychology, and organizational behavior, as well as her many years of work with companies around the world, give us a path forward. She debunks the worldview that the only purpose of business is to make money and maximize shareholder value. She shows that we have failed to reimagine capitalism so that it is not only an engine of prosperity but also a system that is in harmony with environmental realities, the striving for social justice, and the demands of truly democratic institutions. Henderson's deep understanding of how change takes place, combined with fascinating in-depth stories of companies that have made the first steps towards reimagining capitalism, provide inspiring insight into what capitalism can be. Together with rich discussions of important role of government and how the worlds of finance, governance, and leadership must also evolve, Henderson provides the pragmatic foundation for navigating a world faced with unprecedented challenge, but also with extraordinary opportunity for those who can get it right.

Reinvention Roadmap Break the Rules to Get the Job You Want and Career You Deserve BenBella Books, Inc.

Reinvention strategist Marshawn Evans Daniels delivers a practical and inspirational guide for women ready to reclaim their lives and discover a higher purpose, demonstrating that through disruption, life can become sweeter than you ever imagined—Believe Bigger is “your most inspiring girlfriend in book form” (Booklist). Marshawn Evans Daniels thought she was on the right path. She was an accomplished business woman and high-powered sports attorney ready to marry the man of her dreams—until she learned just days before a fairytale wedding that he was cheating on her. After this betrayal flipped her seemingly perfect world upside down, she found herself craving significance, not just success. Believe Bigger is about resilience, reclaiming your life, and discovering how God uses rejection, hardship, and unexpected circumstances to awaken something greater within...if you're willing to embrace disruption. You'll see her go from heartbroken and hitting rock bottom financially, to building a multi-million-dollar faith-centered enterprise and finding something super sweet along the way: a calling. Through Marshawn's own “very compelling personal story of betrayal, heartbreak, and—in the end—healing” (Faith Jenkins, TV personality and host of Judge Faith) will show you how you too can turn pain into purpose. Believe Bigger is “a great guide to making seemingly impossible dreams a reality” (Michelle McKinney Hammond, bestselling author). Whether you are drowning in self-doubt and regret, feeling stuck, or sensing a shift but unable to discern what's next, Marshawn's Purpose Map outlining the 5 Stages of Divine Reinvention will give you insight into your true gifts and calling—and the courage to pursue them. You'll see that difficulties are not designed to devastate you, but to ignite the bigger dreams, life, love, and abundance you were destined for all along.

The impolite truth nobody mentions in college commencement speeches: “Many of you have just spent four years and a small fortune studying something you will never use, and, if you do, you won't like all that much. Have a nice life.” Up until now, you've had to rely on hit-and-miss methods of picking your career that lead to only 30 percent of college graduates reporting satisfaction with their careers. That's because up until now there has never been a book that guides you through the difficult process of designing a career that gives you the best chance for both high-level success and satisfaction. But career guru Nicholas Lore has found a way to show you how to custom design a career where you will: Look forward to going to work Be extremely successful and productive Use your natural talents fully in work that fits your personality Be highly respected because you excel at your work In Now What?, he helps you put all the pieces together to make wise decisions about what you will do with your life and how you can best go about setting and accomplishing your life and work goals. You'll also learn the skills you need to live an extraordinary life. Filled with charts, worksheets, and quizzes, Now What? is the cutting-edge guide for choosing a career that fits you perfectly -- whether you're a college student, a twentysomething already out in the working world, or a high school student just getting started.

Stress, anxiety, depression, trauma, bullying, and burnout have all become “accepted realities” of the modern workplace. This book will unpack contemporary workplace realities, educate you about PTSD, and help you build your personalized recovery plan for transformation and recovery. This recovery program has seven core purposes: Validate your current situation. This recovery program begins by validating your experiences and breaking through any denial you may be experiencing by examining all the ways you could be traumatized at work. Identify your realities. Once you understand how you've been traumatized, you'll learn about how PTSD develops and how to break through the defenses that protect you from the painful experiences you're facing. Understand workplace PTSD. Armed with a deeper understanding of what PTSD is, how it develops, and how you react to trauma, you will be able to identify the support you'll need to heal and recover. Build your recovery team and develop your action plan. Useful tools and techniques will help you connect with and build your team of support professionals and advocates. Once you begin working with your team, you'll start the recovery process by acquiring a set of skills and techniques to help you weather the storm and begin healing. Grieve, mourn, and let go. Recovery will take you on a journey of grieving, mourning, and letting go, which will transport you to a new sense of calm and acceptance. I'll break down this journey into the stages you'll travel through to get to the other side. Come to terms with and recover from the impact of the COVID-19 Pandemic. The COVID-19 global Pandemic has left a lasting impact on all our lives. I will review the Pandemic's mental health, physical health, and social implications with tools and techniques that will help you manage the trauma and stress the Pandemic brings.

Can't find a job? Maybe you're seeing only half the picture! Half the job market is invisible Are you spending all your time applying to posted job openings—postings that draw hundreds, and in some cases, thousands of applications? No matter how perfect you are for the job, there is always someone else who's a little more qualified, more experienced. The key to success in the current job market is breaking through to the hidden job market. Over half of all jobs go to someone who did not apply to a posted opening at all. What are they doing and how are they doing it? They're finding new jobs before the posting hits the Internet. Career guru Donald Asher offers proven strategies for finding great opportunities in any industry. With Cracking the Hidden Job Market you'll stop wasting time and effort and beat the job-search odds by learning how to: • find jobs that are never posted anywhere • get complete strangers to help you find a job • convince potential employers to give you an interview—even when they're “not hiring” • find—and land—the new jobs in this, or any, economy Every page of Cracking the Hidden Job Market is packed with no-frills fundamentals to change the way you look for a job, this time—and forever!

DO YOU JUMP OUT OF BED EVERY MORNING AND RUSH TO A JOB YOU LOVE? Or is the work you once enjoyed now just a way to pay the bills? Perhaps you're even doubting your career choice altogether. Let The Pathfinder guide you to a more engaging, fulfilling work life. Based on breakthrough techniques developed by Rockport Institute, an innovative and award-winning career-counseling network that has changed the lives of over 10,000 people, The Pathfinder offers invaluable advice and more than 100 self-tests and diagnostic tools that will help you choose an entirely new career -- or view a current job from a new, more positive perspective. You'll learn: * How to design your new career direction step by step so that it fits your talents, personality, needs, goals, values, and is, at the same time, practical and attainable * How to deal successfully with the “yeah but” voices in your head that keep you going back to the same old ill-fitting job, day after day * How to land the perfect job in your new field, plus tips on writing a really exceptional résumé, personal marketing, and networking (even for those who hate to network) Whether you're a seasoned professional in search of a career change or a beginner just entering the working world, you want to make the right choices from the beginning. No matter where you are in your journey, if you want work to be more of a dance than a drag, The Pathfinder will expertly coach you through the process of designing a career you will love.

The retail landscape is changing. Will your business adapt or die? Reinventing Retail sets out the new rules of the industry and will help you devise a strategy to survive and thrive. All around us traditional businesses are disappearing - undone by savvy and nimble new entrants and by failing to keep up with changing consumer demands. The world has changed beyond recognition in the last 20 years and it is not enough for retailers to launch a website and a Facebook page and proclaim themselves ready for the future. To reclaim and retain your customers, you need to reinvent yourself from the ground up. Reinventing Retail is your roadmap to understanding the new rules of the industry so you can develop your strategy to reclaim market leadership. Explore: * Rule 1: Someone is going to sell your product at cost or even less. * Rule 2: Everyone knows everything - nothing is a secret * Rule 3: Reputation matters and will make or break a business * Rule 4: Location matters, but for different reasons than it used to * Rule 5: Knowing your customer is key - flying blind won't end well * Rule 6: If a product or process can be dis-intermediated or simplified, it will be Reinventing Retail will help you understand the changing retail landscape and build a strategy to stay ahead. "An essential survival guide for retailers." Peter Pritchard, CEO, Pets at Home "A must-have for anyone in retail - use this and you should be able to work out how to thrive." Professor Christopher Bones, Dean Emeritus, Henley Business School; Professor Emeritus, Alliance Manchester Business School; Chairman, Good Growth "Ian has written a practical, no-nonsense and inspiring guide to the new commercial landscape which will be invaluable for retailers all around the world." Justin Linger, Managing Partner, Barracuda.

#1 NEW YORK TIMES BESTSELLER • A memoir of leadership and success: The executive chairman of Disney, Time's 2019 businessperson of the year, shares the ideas and values he embraced during his fifteen years as CEO while reinventing one of the world's most beloved companies and inspiring the people who bring the magic to life. NAMED ONE OF THE BEST BOOKS OF THE YEAR BY NPR Robert Iger became CEO of The Walt Disney Company in 2005, during a difficult time. Competition was more intense than ever and technology was changing faster than at any time in the company's history. His vision came down to three clear ideas: Recommit to the concept that quality matters, embrace technology instead of fighting it, and think bigger—think global—and turn Disney into a stronger brand in international markets. Today, Disney is the largest, most admired media company in the world, counting Pixar, Marvel, Lucasfilm, and 21st Century Fox among its properties. Its value is nearly five times what it was when Iger took over, and he is recognized as one of the most innovative and successful CEOs of our era. In *The Ride of a Lifetime*, Robert Iger shares the lessons he learned while running Disney and leading its 220,000-plus employees, and he explores the principles that are necessary for true leadership, including: • Optimism. Even in the face of difficulty, an optimistic leader will find the path toward the best possible outcome and focus on that, rather than give in to pessimism and blaming. • Courage. Leaders have to be willing to take risks and place big bets. Fear of failure destroys creativity. • Decisiveness. All decisions, no matter how difficult, can be made on a timely basis. Indecisiveness is both wasteful and destructive to morale. • Fairness. Treat people decently, with empathy, and be accessible to them. This book is about the relentless curiosity that has driven Iger for forty-five years, since the day he started as the lowliest studio grunt at ABC. It's also about thoughtfulness and respect, and a decency-over-dollars approach that has become the bedrock of every project and partnership Iger pursues, from a deep friendship with Steve Jobs in his final years to an abiding love of the Star Wars mythology. "The ideas in this book strike me as universal" Iger writes. "Not just to the aspiring CEOs of the world, but to anyone wanting to feel less fearful, more confidently themselves, as they navigate their professional and even personal lives."

NEW YORK TIMES BESTSELLER • A modern American epic set against the panorama of contemporary politics and culture—a hurtling, page-turning mystery that is equal parts *The Great Gatsby* and *The Bonfire of the Vanities* NAMED ONE OF THE BEST BOOKS OF THE YEAR BY NPR • PBS • HARPER'S BAZAAR • ESQUIRE • FINANCIAL TIMES • THE TIMES OF INDIA On the day of Barack Obama's inauguration, an enigmatic billionaire from foreign shores takes up residence in the architectural jewel of "the Gardens," a cloistered community in New York's Greenwich Village. The neighborhood is a bubble within a bubble, and the residents are immediately intrigued by the eccentric newcomer and his family. Along with his improbable name, untraceable accent, and unmistakable whiff of danger, Nero Golden has brought along his three adult sons: agoraphobic, alcoholic Petya, a brilliant recluse with a tortured mind; Apu, the flamboyant artist, sexually and spiritually omnivorous, famous on twenty blocks; and D, at twenty-two the baby of the family, harboring an explosive secret even from himself. There is no mother, no wife; at least not until Vasilisa, a sleek Russian expat, snags the septuagenarian Nero, becoming the queen to his king—a queen in want of an heir. Our guide to the Golden's world is their neighbor René, an ambitious young filmmaker. Researching a movie about the Golden, he ingratiates himself into their household. Seduced by their mystique, he is inevitably implicated in their quarrels, their infidelities, and, indeed, their crimes. Meanwhile, like a bad joke, a certain comic-book villain embarks upon a crass presidential run that turns New York upside-down. Set against the strange and exuberant backdrop of current American culture and politics, *The Golden House* also marks Salman Rushdie's triumphant and exciting return to realism. The result is a modern epic of love and terrorism, loss and reinvention—a powerful, timely story told with the daring and panache that make Salman Rushdie a force of light in our dark new age. Praise for *The Golden House* "[A] modern masterpiece . . . telling a story full of wonder and leaving you marveling at how it ever came out of the author's head."—Associated Press "Wildly satiric and yet piercingly real . . . If F. Scott Fitzgerald, Homer, Euripides, and Shakespeare collaborated on a contemporary fall-of-an-empire epic set in New York City, the result would be *The Golden House*."—Poets & Writers "A tonic addition to American—no, world!—literature . . . a Greek tragedy with Indian roots and New York coordinates."—San Francisco Chronicle

IF YOU'VE EVER LOST YOUR KEYS, MISSED AN APPOINTMENT OR BEEN DISTRACTED BY A FRIVOLOUS EMAIL, THEN THIS BOOK IS FOR YOU. The key to a less hectic, less stressful life is not in simply organizing your desk, but organizing your mind. Dr. Paul Hammerness, a Harvard Medical School psychiatrist, describes the latest neuroscience research on the brain's extraordinary built-in system of organization. Margaret Moore, an executive wellness coach and codirector of the Institute of Coaching, translates the science into solutions. This remarkable team shows you how to use the innate organizational power of your brain to make your life less stressful and more productive and rewarding. You'll learn how to: ¥ Regain control of your frenzy ¥ Embrace effective uni-tasking (because multitasking doesn't work) ¥ Fluidly shift from one task to another ¥ Use your creativity to connect the dots This groundbreaking guide is complete with stories of people who have learned to stop feeling powerless against multiplying distractions and start organizing their lives by organizing their minds.

How to develop an all-star staff, even if you don't know the first thing about managing "Your employees are, like you and me, flawed and hopeful human beings whose success is at least partly dependent on your skill as a manager, human beings who will thrive with skillful and consistent attention and wither without it." Erika Andersen has helped some of the best-managed companies in the world develop their employees. Now she explains how to stay ahead of the competition by investing in your people. You'll discover that: • Listening is your most powerful asset. Use it to motivate and build commitment. • Everything you know about interviewing is wrong. Discover what you really need in a potential employee. • Successful companies hire for keeps.

Get people feeling like part of the team from day one. Whether you're a first-time manager or a senior executive, Andersen will help you create a dynamic workplace, where the efforts you make today will blossom into success for years to come.

This year's edition faces squarely the "workquake" that is shaking up the jobmarket around the world and gives not only simple steps but also steady hope. 48 pp.

This title explains all the powerful tools the reader needs to achieve maximum career progress and fulfillment. John Lucht reveals the inner workings of high-level executive search, preparing the reader to excel in their quest for the executive job they really want. Read this book if you feel like you're "stuck" or in a career rut. It's fast-paced, interesting, and full of valuable lessons and stories that help to shake up what you've been taught about climbing the corporate ladder. You will... Gain confidence that authenticity in the workplace is not only possible, it's actually your new secret weapon for success. Erase the self-doubt you have and stop relying on the "Compromise Calculation" you're likely running in your head (especially us women...sorry, but it's true). Start to fall in love with your work and life (again) by not just being authentic, but by doing authentic. Eliminate the dreadful work and job anxiety that haunts you when facing the BS at work. Step into your superpowers by tuning in to a new frequency, while tuning out the Sucky Songs you're singing to yourself, like "I'm not good enough" and get specific tips for self-development to ensure you get the success you deserve.

Stress, anxiety, depression, trauma, post-traumatic stress disorder (PTSD), bullying, and burnout have all become "accepted realities" for first responders in the modern workplace. This workbook unpacks contemporary workplace realities, educates you about trauma, and helps you build your personalized recovery plan for transformation, recovery, and healing. This recovery program has eight core purposes: Validate your current situation. This recovery program begins by validating your experiences and breaking through any denial you may be experiencing by examining all the ways you could be traumatized at work. Identify your realities. Once you understand how you've been traumatized, you'll learn about how trauma develops and how to break through the defenses that protect you from the painful experiences you're facing. Understand workplace trauma. Armed with a deeper understanding of what trauma is, how it develops, and how you react to trauma, you will be able to identify the support you'll need to heal and recover. Build your recovery team and develop your action plan. Useful tools and techniques will help you connect with and build your team of support professionals and advocates. Once you begin working with your team, you'll start the recovery process by acquiring a set of skills and techniques to help you weather the storm and begin healing. Grieve, mourn, and let go. Recovery will take you on a journey of grieving, mourning, and letting go, which will transport you to a new sense of calm and acceptance. I'll break down this journey into the stages you'll travel through to get to the other side. Maintain your recovery. Finally, I'll share helpful ways to maintain your recovery, manage setbacks with compassion, and track your progress so you can proactively navigate the inevitably choppy waters as you continue your healthy and productive recovery. Adapt and adjust to the impacts of the COVID-19 Pandemic. The COVID-19 global Pandemic has left a lasting impact on all our lives. This section will review the Pandemic's mental health, physical health, and social implications with helpful tools and techniques to help you manage the trauma and stress the Pandemic brings. In addition, gems of wisdom and learnings within the research literature will help you navigate the Pandemic and Post-Pandemic worlds effectively. Learn interactively with workbook exercises. Workbook exercises will help you digest the content, reflect on your situation, learn from that reflection, and incrementally create a personalized recovery plan. Each exercise in the workbook walks you through a process of self-reflection and self-discovery to help you understand and make sense of your situation. First Responder Careers Expose Individuals to Higher Risks of Developing Trauma Some careers include a higher likelihood of experiencing traumatic events that can lead to the development of PTSD. Serving in the military is a high-risk factor for developing PTSD. However, combat veterans develop PTSD at different rates depending on the severity and length of exposure to traumatic experiences. There are also high incidences of reported sexual harassment and sexual abuse in the military. As a result, the rates of PTSD are relatively high compared to the overall prevalence in the general population. Not only can law enforcement officers experience direct threats and stressful conditions, but they also regularly witness the devastating effects of assaults, robberies, kidnappings, and violent events. However, individuals in this profession have lower-than-expected rates of PTSD, surprisingly. An estimated 20 percent overall may result from having access to counseling and rigorous pre-employment screenings. EMTs and paramedics are routinely exposed to life-threatening incidents and have more health problems than individuals in other occupations. PTSD rates in this group are as high as 20 percent. PTSD prevalence in this profession is comparable to law enforcement. Firefighters conduct paramedic activities and are the first responders to natural disasters. Firefighting is a dangerous profession that exposes workers to stressful conditions and traumatic events, ranging from threats to their safety and experiencing the devastating effects of catastrophes. As a result, the prevalence of PTSD in this group can be as high as 20 percent. Volunteer firefighters may have even higher rates because they don't have access to the same level of support as career firefighters. Healthcare workers, especially those working in emergency rooms and intensive care units, are also at higher risk. For example, nurses working in critical care units are more likely to develop PTSD than nurses in other groups. In addition, while senior-level nurses report fewer PTSD symptoms than junior ones, they report higher rates of burnout. Finally, healthcare workers exposed to patients that have experienced violence, such as an assault victim, are more likely to develop PTSD than surgeons who treat assault victims. Rescue workers, medical workers, and volunteers who act as first responders during disasters witness the aftermath of horrific events and can even become involved in severe traumatic events. The prevalence of PTSD in these individuals has been estimated to be between 15 and 30 percent. Journalists who work as war correspondents are at higher risk of being injured, killed, or kidnapped. Their lifetime prevalence of PTSD, which can be as high as 30 percent, reflects their lack of access to support and PTSD treatment options. Transit and train operators are frequently exposed to physical threats and witness suicide incidents such as "person under train" events. Exposure to these traumatic and threatening circumstances can be a daily or weekly occurrence. Bus drivers are more prone to PTSD because they have more direct contact with the general public than train drivers locked in secure train cabs. In these high-risk professions, the incidence of trauma declines when policies are in place to debrief victims, give victims immediate access to counseling, and screen for individuals at high risk of having adverse reactions to traumatic conditions.

CROWDFUNDING—raising capital in small increments from a large number of people— will inject over \$5 billion into the economy this year and is becoming a powerful way to fund new ideas and generate buzz for new products and ventures. Although crowdfunding has the potential to be an amazing boost to entrepreneurs, only 40% of projects succeed in reaching their funding goal. Crowdfunding platform founder Sally Outlaw reveals how entrepreneurs can shift these odds in their favor. Want to know which marketing efforts result in a 35% higher rate of contributions? OR, what is the best time and day to launch or promote a campaign? The answers to these and more are here.

Is your business ready to win in the digital future—or destined to be disrupted? Ambitious digital-driven startups are now creating and cornering new markets in every sector. And yet, most legacy businesses continue to operate by old playbooks. Most are not keeping pace with the changes in their industry, let alone leading the way—what is yours doing? The Digital Matrix will help you understand the three types of players that are shaping the new business landscape; the three phases of transformation that every firm will encounter on its journey to business reinvention; and the three winning moves that will ensure your company's success along the way. With The Digital Matrix, you will: Learn to navigate the world of digital ecosystems. Discover ways of competing and collaborating with other companies to create and capture value. Realize how powerful machines can amplify your company's human talent. Learn to assemble the team to experiment with new ideas, re-examine your core beliefs, and reinvent your business rulebook for the digital future. The future of every industry is digital, and that future is closer than you think. Do you understand where your business fits into the bigger picture? Are you ready to maximize your opportunities? Packed with current case studies and practical experience-based advice, The Digital Matrix shows you how to rethink your business model from the outside in, assemble the right team for the journey ahead, and make bold strategic choices along the three phases of digital transformation. Your company's future depends on its ability to harness digital technology. Don't wait!

In today's challenging job-market, as recent grads face a shifting economic landscape and seek work that pays and inspires, as workers are laid off mid-career, and as people search for an inspiring work-life change, the time-tested advice of *What Color Is Your Parachute?* is needed more than ever. This new edition has been fully revised for 2021 by Vanderbilt University Career Center Director Katharine Brooks, EdD, with modern advice on the job hunt strategies that are working today, such as building an online resume, making the most of social media tools, and acing Skype interviews. Building on the wisdom of original author Richard N. Bolles, this edition updates the famed Flower Exercise (which walks job seekers through the seven ways of thinking about themselves) and demystifies the entire job-search process, from writing resumes to interviewing and networking. With the unique and authoritative guidance of *What Color Is Your Parachute?*, job-hunters and career changers will have all the tools they need to discover--and land--their dream job.

In the twenty-first century, a developmental phase of life is emerging as significant and distinct, capturing our interest, engaging our curiosity, and expanding our understanding of human potential and development. Demographers talk about this new chapter in life as characterized by people—between fifty and seventy-five—who are considered "neither young nor old." In our "third chapters" we are beginning to redefine our views about the casualties and opportunities of aging; we are challenging cultural definitions of strength, maturity, power, and sexiness. This is a chapter in life when the traditional norms, rules, and rituals of our careers seem less encompassing and restrictive; when many women and men seem to be embracing new challenges and searching for greater meaning in life. In *The Third Chapter*, the renowned sociologist Dr. Sara Lawrence-Lightfoot offers a strong counterpoint to the murky ambivalence that shrouds our clear view of people in their third chapters. She challenges the still prevailing and anachronistic images of aging by documenting and revealing the ways in which the years between fifty and seventy-five may, in fact, be the most transformative and generative time in our lives, tracing the ways in which wisdom, experience, and new learning inspire individual growth and cultural transformation. The women and men whose voices fill the pages of *The Third Chapter* tell passionate and poignant stories of risk and vulnerability, failure and resilience, challenge and mastery, experimentation and improvisation, and insight and new learning.

Don't settle . . . SUCCEED in the right career! Are you stuck in an unsatisfying job? In the wrong profession? An industry that just isn't a fit? Get unstuck! Land a new career—one you're genuinely passionate about. *Switchers* helps you realize that dream. Written by celebrated career coach and psychologist Dr. Dawn Graham, the book provides proven strategies that will get you where you want to go. The first step is to recognize that the usual rules and job search tools won't work for you. Resumes and job boards were designed with traditional applicants in mind. As a career switcher, you have to go beyond the basics, using tactics tailor-made to ensure your candidacy stands out. The book reveals how to: Understand the concerns of hiring managers—and think like they do • Craft a resume that catches their attention within six seconds • Spotlight transferable skills that companies covet • Rebrand yourself—aligning your professional identity with your new aspirations • Reach decision-makers by recruiting "ambassadors" from within your network • Nail interviews by turning tough questions to your advantage • Convince skeptical employers to shelve their assumptions and take a chance on you • Negotiate a competitive salary and benefits package—even as a "newbie" to the field Career changers face unique challenges that demand fresh approaches. Packed with psychological insights, practical exercises, and inspiring success stories, *Switchers* helps you leap over obstacles and into a whole new field. Want to pull off the most daring—and fulfilling—career move of your life? Read *Switchers*.

The New York Times bestseller is back! The career workbook *Roadmap* is better than ever. *Roadmap* has been updated and expanded with tons of brand new content—including chapters on changing directions mid-career and not letting your past define your future. Through inspirational stories and interviews, journal-like prompts, and practical career development information, this helpful resource will steer students, recent graduates, and career-changers toward an authentic, fulfilling life. • Features fresh perspectives from people like singer-songwriter John Legend, surfing world champion Layne Beachley, and MacArthur fellow and radio host Jad Abumrad • Full of advice for people seeking a fulfilling work life that will make them happy and keep them engaged • A self-mapped guide to creating a rewarding and satisfying work life *Roadtrip Nation*, based in Costa Mesa, was founded by Nathan Gebhard, Mike Marriner, and Brian McAllister in 2001, and has grown into a national career exploration movement, educational organization, and PBS series. Since its original publication in 2015, the team at *Roadtrip Nation* has continued to travel the world and interview accomplished individuals about their path to success. • Great for recent college graduates, interns, or anyone questioning their career path and in need of advice and a fresh perspective • Useful as a resource for career advisers, educators, and companies who want to foster an engaged workforce • Add it to the collection of books like *What Color Is Your Parachute? 2019: A Practical Manual for Job-Hunters and Career-Changers* by Richard N. Bolles, *Designing Your Life: How to Build a Well-Lived, Joyful Life* by Bill Burnett and Dave Evans, and *How to Have a Good Day: Harness the Power of Behavioral Science to Transform Your Working Life* by Caroline Webb

An impassioned look at games and game design that offers the most ambitious framework for understanding them to date. As pop culture, games are as important as film or television—but game design has yet to develop a theoretical framework or critical vocabulary. In *Rules of Play* Katie Salen and Eric Zimmerman present a much-needed primer for this emerging field. They offer a unified model for looking at all kinds of games, from board games and sports to computer and video games. As active participants in game culture, the authors have written *Rules of Play* as a catalyst for innovation, filled with new concepts, strategies, and methodologies for creating and understanding games. Building an aesthetics of interactive systems, Salen and Zimmerman define core concepts like "play," "design," and "interactivity." They look at games through a series of eighteen "game design schemas," or conceptual frameworks, including games as systems of emergence and information, as contexts for social play, as a storytelling medium, and as sites of cultural resistance. Written for game scholars, game developers, and interactive designers, *Rules of Play* is a textbook, reference book, and theoretical guide. It is the first comprehensive attempt to establish a solid theoretical framework for the emerging discipline of game design.

Break the rules and take charge of your career! The traditional job-search approaches just don't work anymore, and the days of trusting your career to your employer are long over. The new-millennium workplace requires all of us to rewrite the rules and start treating our careers like we're running a business—which means understanding the markets for our talents, knowing our value, and looking out over the horizon to plot our paths going forward. Liz Ryan is a former Fortune 500 HR SVP and the world's most widely read workplace thought leader. She understands the recruiting system as only an insider can, and she shows you how to stay focused on your goals and distinguish yourself from

masses of job seekers. In Reinvention Roadmap, you'll discover new tools, such as a "Pain Letter" and your "Human-Voiced Resume" to land not just any job, but a job that celebrates your unique talents and takes you to the level where you want to be. Whether you're entering the workplace or looking to switch careers, you can get the perfect job if you step off the beaten path and follow the approaches insiders use to gain access to the best positions. Reinvention Roadmap is the colorful, fun, irreverent, and deeply practical guide to getting the job you want and building the career of your dreams.

"This is the management book of the year. Clear, powerful and urgent, it's a must read for anyone who cares about where they work and how they work." —Seth Godin, author of This is Marketing "This book is a breath of fresh air. Read it now, and make sure your boss does too." —Adam Grant, New York Times bestselling author of Give and Take, Originals, and Option B with Sheryl Sandberg When fast-scaling startups and global organizations get stuck, they call Aaron Dignan. In this book, he reveals his proven approach for eliminating red tape, dissolving bureaucracy, and doing the best work of your life. He's found that nearly everyone, from Wall Street to Silicon Valley, points to the same frustrations: lack of trust, bottlenecks in decision making, siloed functions and teams, meeting and email overload, tiresome budgeting, short-term thinking, and more. Is there any hope for a solution? Haven't countless business gurus promised the answer, yet changed almost nothing about the way we work? That's because we fail to recognize that organizations aren't machines to be predicted and controlled. They're complex human systems full of potential waiting to be released. Dignan says you can't fix a team, department, or organization by tinkering around the edges. Over the years, he has helped his clients completely reinvent their operating systems—the fundamental principles and practices that shape their culture—with extraordinary success. Imagine a bank that abandoned traditional budgeting, only to outperform its competition for decades. An appliance manufacturer that divided itself into 2,000 autonomous teams, resulting not in chaos but rapid growth. A healthcare provider with an HQ of just 50 people supporting over 14,000 people in the field—that is named the "best place to work" year after year. And even a team that saved \$3 million per year by cancelling one monthly meeting. Their stories may sound improbable, but in Brave New Work you'll learn exactly how they and other organizations are inventing a smarter, healthier, and more effective way to work. Not through top down mandates, but through a groundswell of autonomy, trust, and transparency. Whether you lead a team of ten or ten thousand, improving your operating system is the single most powerful thing you can do. The only question is, are you ready?

These days it's increasingly rare to have a stable career in any field. More and more of us are blending big company jobs, startup gigs, freelance work, and volunteer side projects. We take chances to expand our knowledge, capabilities, and experience. But how do we make sense of that kind of career - and explain it? Pamela Slim, the acclaimed author of Escape from Cubicle Nation, gives us the tools to have meaningful careers in this new world of work. She shows how to find the connections among diverse accomplishments, sell your story, and continually reinvent and relaunch your brand. "87% of employees feel disconnected from their career and dread going into work. Many simply endure their employment because of financial obligations, fear of making a career change or because they have no idea what other type of work is possible. Best Job Ever! provides a step-by-step process for creating your own career and life action plan that will lead to personal happiness, productive engagement at work, and financial success. - Understand the steps to creating a job that is meaningful and fulfilling, especially if you're bored or hate your job - Discover the principles of career development - Learn how to change careers with the least amount of emotional distress and financial impact."--

The way we design and manage organisations is increasingly out of date. The recent pandemic crisis stressed out the need for empathic and flexible organisations even more acutely. A new shift in consciousness is happening and founders need more than ever to build purpose-driven and authentic organisations. A handful of pioneers have cracked the code but the world is now craving for better working conditions, higher calling and better work life balance. Companies are made of people, and people can make or break companies! In this groundbreaking book, the author shows that investing time in designing the right organisation and management framework is not an option anymore for businesses to thrive. She shares a very practical approach to building organisations which are people-driven and performing. Leaders, founders, coaches and consultants will find this book a useful blueprint full of insights, examples and inspiring stories. "From Zero to 1,000 is a practical and insightful handbook for founders and leaders, drawing on Anne's superb experience helping build some of the most innovative companies in the world." Laszlo Bock, Former Senior Vice President of People Operations at Google, Founder of Humu.

Women tend to be inherently cautious, to the point of overthinking their every move. This may help them stay safer than their male counterparts, but it also keeps them stuck in the action-first, fake-it-til-you-make-it ethos celebrated in the tech world shaking up the workforce today. What if women embraced the startup spirit? What if they had the confidence to take chances, even if they knew they may fail first? What if instead of agonizing over which step to take, they leapt forward quickly? These are the traits that helped Silicon Valley redefine our culture, and not surprisingly, these are the same lessons that can help all women succeed in all stages of their careers. In Fearless and Free, author Wendy Sachs has provided what O, The Oprah Magazine has called "pithy, invaluable guidance to women stymied in the workplace." With lessons learned from a wide range of women who faced down fears, roadblocks, and failures to reinvent themselves, Sachs's invaluable resource teaches women how to: • Boost their confidence • Sell their story • Capitalize on their skills and expand them • Nurture their network • Brand themselves--without bragging • Reposition themselves for reentering the workforce • And much more! By taking the disruptive methods that helped Silicon Valley send shockwaves across industries, Fearless and Free seeks to empower women in the workforce, showing them how to lean into their strengths, increase confidence, and make their impact known loud and clear.

A career advice book with the tests that make the difference! American workers are upwardly mobile movers and shakers who change careers often, always on the search for their perfect niche. But you can't follow your bliss unless you know what your bliss is. Enter The Everything Career Tests Book--your key to determining the career path you were destined

for! This engaging, accessible guide boasts ten different tests that reveal the work habits, affinities, and interests you may not even realize you have! Ten tests help you find your way: Values Test Skills Test Interests Test Personality Test Work Environment Test Location Test Work/Life Balance Test Entrepreneurial Ability Test Managerial Ability Test Emotional Intelligence Test Featuring extensive test result analysis and guidance as well as an easy-to-use format, *The Everything Career Tests Book* is all you need to make your dreams come true--at work!

This second edition of *Information Services Today: An Introduction* demonstrates the ever-changing landscape of information services today and the need to re-evaluate curriculum, competency training, and one's personal learning network in order to stay abreast of current trends and issues, and more significantly, remain competent to address the changing user needs of the information community. Specifically, the book • provides a thorough introduction, history, and overall state of the field, • gives a diverse and global perspective of what it means to be a library and information professional today, • addresses why information organizations and information and technological literacy are more important today than ever before, • discusses how technology has influenced the ways that information professionals provide information resources and services in today's digital environment, • highlights current issues and trends and provides expert insight into emerging challenges, innovations, and opportunities for the future, and, • identifies career management strategies and leadership opportunities in the information profession. The new edition features chapter updates to address changes in information services, introducing new topics such as strategic planning, change management, design thinking, advocacy, and data management and analysis, and includes new contributing authors. The book begins with an overview of libraries and their transformation as information and technological hubs within their local and digital communities. It covers the various specializations within the field – emphasizing the exciting yet complex roles and opportunities for information professionals in a variety of information environments. With that foundation in place, it presents the fundamentals of information services, delves into management skills needed by information professionals today, and explores emerging issues related to the rapid development of new technologies. The book addresses how libraries and information centers serve different kinds of communities, highlighting the unique needs of increasingly diverse users and how information organizations and information professional's work to fulfill those needs. This book provokes discussion, critical thinking, and interaction to facilitate the learning process. The content and supplemental materials – discussion questions, rich sets of online accessible materials, multimedia webcast interviews featuring authors from this book discussing the trends and issues in their respective areas, and chapter presentation slides for use by instructors – give readers the opportunity to develop a deeper understanding of and engagement with the topics. Additionally, this book recognizes the broad range of environments that people with Master of Library and Information Science (MLIS) degrees work in, which include both libraries and other information environments. Thus, this book does not only focus on libraries, but instead encompasses ALL kinds of information organizations.

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