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KEY=GIG - BENTLEY BRAYDON

THE GIG IS UP

THRIVE IN THE GIG ECONOMY, WHERE OLD JOBS ARE OBSOLETE AND FREELANCING IS THE FUTURE

Greenleaf Book Group **Win in a world of increasing choice by becoming the clear, unique fit. The gig economy is made up of project-based, or on-demand services, that can be provided by anyone. The common denominator in the gig economy is technology, so our modern online-lives provide the perfect marketplace for the ever-diversifying opportunities in the gig economy. By some estimates, 2020 will see half of all workers involved in the gig economy. Are we ready for this seismic shift in our work lives? Freelancers need to clearly answer “Why choose you?” so that they stand out in the new economy. Because all workers in the gig economy need to bluntly pose this question to themselves, The Gig Is Up is designed to answer this one key point head-on, giving readers innovative tools like Unique Value Proposition to confidently step up. The Gig Is Up offers the best boots-on-the-ground methods for success, by evolving the reader’s perspective and process. Many books on the gig economy focus on letting people live out their dreams, instead of looking at the realities of what it truly takes to win in a world of increasing choice. People need to understand how to compete and how to put the best version of themselves**

up front and center. The goal in competing today is to not only be chosen, but to move toward becoming the only choice, over and over again

THRIVING IN THE GIG ECONOMY

HOW TO CAPITALIZE AND COMPETE IN THE NEW WORLD OF WORK

Red Wheel/Weiser In the last five years, the world of work has changed dramatically. Thanks to technology companies like Uber, TaskRabbit, and Instacart, the new "gig economy" seems to constantly be in the news. But most of the media focus is on the low end of the skill spectrum; little attention is being paid to the best-in-class professionals who have chosen an independent path. New digital talent platforms are developing at a rapid clip with a wide variety of business models, many catering to very precise, high-value skill sets. **Thriving in the Gig Economy is an actionable guidebook outlining ways to maneuver in this new world to create a path that optimizes success. You will learn: The differences between the gig economy and the sharing and on-demand economies. The best ways to work with digital talent platforms and traditional consulting intermediaries. Commonsense logistics around digital branding, contracts, and employment issues. The tools and services to enhance your practice. The growth in this marketplace is exponential, and Thriving in the Gig Economy is one way for you to take advantage of all its potential.**

THE GIG ECONOMY

WORKERS AND MEDIA IN THE AGE OF CONVERGENCE

Routledge This edited collection examines the gig economy in the age of convergence from a critical political economic perspective. Contributions explore how media, technology, and labor are converging to create new modes of production, as well as new modes of resistance. From rideshare drivers in Los Angeles to domestic workers in Delhi, from sex work to podcasting, this book draws together research that examines the gig economy's exploitation of workers and their resistance. Employing critical theoretical perspectives and methodologies in a variety of national contexts, contributors consider the roles that media, policy, culture, and history, as well as gender, race, and ethnicity play in forging working conditions in the 'gig economy'. Contributors examine the complex and historical relationships between media and gig work integral to capitalism with the aim of exposing and, ultimately, ending exploitation. This book will appeal to students and scholars examining questions of technology, media, and labor across media and communication studies, information studies, and labor studies as well as activists, journalists, and policymakers.

THE GIG ECONOMY

THE COMPLETE GUIDE TO GETTING BETTER WORK, TAKING MORE TIME OFF, AND FINANCING THE LIFE YOU WANT

AMACOM Today, more than a third of Americans are working in the gig economy--mixing together short-term jobs, contract work, and freelance assignments. For those who've figured out the formula, life has never been better! You, too, can learn how to embrace the independent and self-sufficient world of freelance! The Gig Economy is your guide to this uncertain but ultimately rewarding world. Packed with research, exercises, and anecdotes, this eye-opening book supplies strategies--ranging from the professional to the personal--to help you leverage your skills, knowledge, and network to create your own career trajectory--one immune to the impulsive whims of an employer looking only at today's bottom line. Learn how to:

- Construct a life based on your priorities and vision of success
- Cultivate connections without networking
- Create your own security
- Build flexibility into your financial life
- Face your fears by reducing risk
- And much more!

Corporate jobs are not only unstable--they're increasingly scarce. It's time to take charge of your own career and lead the life you actually want. Start mapping out your place in the gig economy today!

SELL LOCAL, THINK GLOBAL

50 INNOVATIVE WAYS TO MAKE A CHUNK OF CHANGE AND GROW YOUR BUSINESS

Red Wheel/Weiser "From Nielsen to grilled cheese trucks, this is a hands-on, idea-packed book for business people in search of growth." —SETH GODIN, author of *Linchpin* After years of sharing her small-business tips and marketing tricks with readers of her popular blog, *ChunkOfChange.com*, and column in the *Long Beach Post*, Olga Mizrahi has taken her message to the streets, urging business owners to focus in while reaching out. You'll be excited and motivated to clearly state your difference to the world—and your neighborhood—while confidently selling yourself and your business. Through 50 low-cost, do-it-yourself tips, *Sell Local, Think Global* will help you: Figure out what makes you and your business truly different. Discover the secrets of "SoLoMo" marketing, both online and off. Spruce up your Web and mobile presence by learning to love analytics. Walk boldly into the future by embracing social media and customer reviews.

WORKING IN THE GIG ECONOMY

HOW TO THRIVE AND SUCCEED WHEN YOU CHOOSE TO WORK FOR YOURSELF

Kogan Page **FINALIST: Business Book Awards 2019 - Start-Up Inspiration Category** There are new flexible and independent working opportunities available in the gig economy for those brave enough to seize them. It is

estimated that the number people involved with the gig economy will double in the next four years. New generation workers are realising that they can break the chains of corporate work and go at it alone. With flexible working hours, fluid work arrangements and technology that they can leverage to their advantage, people are creating purposeful careers that fit in with their lives, not the other way around. Working in the Gig Economy is the ultimate guide to successfully navigating the new flexible world of work. This is a book that will allow you to really examine the possibilities of freelance and flexible working. Is it really for you? Do you have what it takes to stay motivated, get clients to hire you and achieve that long-yearned for work-life balance? Thomas Oppong is an expert in entrepreneurship and the gig economy. With this book, he takes readers through the main pitfalls of working for themselves, including how to stay productive, how to manage your professional network, build a personal brand and crucially how to keep the work coming and get paid on time. Working in the Gig Economy is the essential guide to having a successful and fulfilling career in the gig economy.

THE GIG MINDSET ADVANTAGE

WHY A BOLD NEW BREED OF EMPLOYEE IS YOUR ORGANIZATION'S SECRET WEAPON IN VOLATILE TIMES

Companies and organizations around the world are being confronted with alarming challenges--a global pandemic, market shocks, climate change, political instability. But in these unsettled times, organizational analyst Jane McConnell reveals that managers and executives have a secret weapon on their side: an overlooked group of employees that share "the gig mindset"--a freelancer-style knack for improvisation, adaptability and innovation that offers a crucial key to the future. Found at all levels of the organizational workforce but often stifled by managers, gig mindsetters are disruptors who upend business as usual and bridge gaps while achieving surprising outcomes and charting new directions. In The Gig Mindset Advantage, McConnell brings her decades of research into workforce culture, organizational strategy and digital transformation to bear on this unrecognized breed of employee whose way of working offers a wake-up call to managers and executives--and a bold new pathway towards long-term success and resilience.

THRIVING IN THE GIG ECONOMY

FREELANCING ONLINE FOR TECH PROFESSIONALS AND ENTREPRENEURS

Apres Take an in-depth look into the gig economy to see how tech professionals and entrepreneurs can earn a living as freelancers and contractors. Build your own business. The pros and cons of the lifestyle and what to expect from it are discussed. In this book, author Adam Sinicki

explains the impact of the gig economy and the forces that led to it as it relates to technology and working online. You will understand how to make a living supplying tech skills on a "per gig" basis. Practical instructions, advice, and tips are provided on goal setting, lifestyle design, and selecting the types of work and contracts that further your goals and support the things you value as you transition from a 9-5 job. What You'll Learn Know the types of work that a tech freelancer can offer: coding, SEO, web development, 3D modeling, and more Find and manage clients Negotiate pay and contracts Stay productive without a manager Discover useful tools, websites, and apps to build your business and ensure a steady income Who This Book Is For Entrepreneurs who are already a part of the gig economy and want to learn more about their options, tech professionals looking to transition to purely freelancing/contracting, companies interested in learning more about this change in the jobs market, technologists interested in exploring how the Internet is shaping the way people live and work, and professionals interested in lifestyle design or becoming "digital nomads"

THE GIG ECONOMY

THE COMPLETE GUIDE TO GETTING BETTER WORK, TAKING MORE TIME OFF, AND FINANCING THE LIFE YOU WANT

Amacom Corporate jobs are not only unstable---they're increasingly scarce. It's time to take charge of your own career and lead the life you actually want. Packed with research, exercises, and anecdotes, *The Gig Economy* is your guide to succeeding in the uncertain but ultimately rewarding world of freelance and contract work.

THE NEW LEADERSHIP CHALLENGE

CREATING THE FUTURE OF NURSING

F.A. Davis An easy-to-read, interactive approach helps you to identify the characteristics of leaders and followers and illustrates not only how, but also when to use the qualities associated with each to achieve professional and personal success.

GIGGED

THE GIG ECONOMY, THE END OF THE JOB AND THE FUTURE OF WORK

Random House Business Books _____ 'Excellent' Martin Wolf, *Financial Times* Books of the Year 'Essential' Daniel Pink, author of *Drive* 'Wonderful' Martin Ford, author of *The Rise of the Robots* _____ PROFIT INNOVATION GREED WELCOME TO THE GIG ECONOMY Between Uber drivers and Airbnb hosts, freelance jobs are becoming an increasingly prominent part of our economy. *GIGGED* goes inside the Silicon Valley companies leading the way to this emerging 'gig economy'. It tells the stories of the workers - from

computer programmers to online comment moderators - who are getting by in a new wave of precarious, short-term employment. And it sketches out what tomorrow's economy might look like- one where the fortunate get to work when they want, how they want, while the rest live lives of extraordinary hardship. It might just be the future of work for all of us.

***Longlisted for the FT/McKinsey Business Book of the Year Award* Praise for GIGGED 'Well researched and beautifully written. . . Essential reading for anyone who is interested in understanding the future of our economy and society.'** Ha-Joon Chang, author of *23 Things They Don't Tell You About Capitalism* 'Well crafted. . . a multitude of anecdotes supported by data and extensive reporting.' *Forbes* 'Kessler's timely book explores the personal, corporate and societal stories behind a massive tech-driven shift away from permanent office-based employment.' *Books of the Month, Financial Times* 'Kessler illuminates a great divide-For people with desirable skills, the gig economy often permits a more engaging, entrepreneurial lifestyle; but for the unskilled who turn to such work out of necessity, it's merely "the best of bad options".' *Harvard Business Review* 'Sarah Kessler writes like a dream. If you want to know how work is changing and how you too must change to keep up, you must read this book.' Dan Lyons, author of *Disrupted*

GIG MINDSET: RECLAIM YOUR TIME, REINVENT YOUR CAREER, AND RIDE THE NEXT WAVE OF DISRUPTION

Lioncrest Publishing Tim Ferriss had it right: you can work with virtual assistants to escape the grind of eighty-hour workweeks. Ferriss was ahead of his time in predicting how entrepreneurs would work today and we have discovered that the benefits of the gig economy now extend to employees and business owners. You don't have to quit your job to live a balanced life, reskill, unlock new opportunities, or start that side hustle you can't stop thinking about. You just need Gig Mindset, and Paul Estes is here to help you adopt it. For years, Paul struggled to balance his home life with fast-moving jobs at Dell, Amazon, and Microsoft. Hiring his first virtual assistant transformed his life--and it can do the same for you. Paul will help you get started with freelancers by utilizing the TIDE Framework: Taskify, Identify, Delegate, and Evolve. He also shares stories from interviews with leaders at NASA, GE, and Topcoder on how they're transforming their organizations using gig economy strategies. If you're ready to re-energize your work, Gig Mindset is what you need.

HUSTLE AND GIG

STRUGGLING AND SURVIVING IN THE SHARING ECONOMY

Univ of California Press Choose your hours, choose your work, be your own boss, control your own income. Welcome to the sharing economy, a nebulous collection of online platforms and apps that promise to transcend

capitalism. Supporters argue that the gig economy will reverse economic inequality, enhance worker rights, and bring entrepreneurship to the masses. But does it? In *Hustle and Gig*, Alexandra J. Ravenelle shares the personal stories of nearly eighty predominantly millennial workers from Airbnb, Uber, TaskRabbit, and Kitchensurfing. Their stories underline the volatility of working in the gig economy: the autonomy these young workers expected has been usurped by the need to maintain algorithm-approved acceptance and response rates. The sharing economy upends generations of workplace protections such as worker safety; workplace protections around discrimination and sexual harassment; the right to unionize; and the right to redress for injuries. Discerning three types of gig economy workers—Success Stories, who have used the gig economy to create the life they want; Strugglers, who can't make ends meet; and Strivers, who have stable jobs and use the sharing economy for extra cash—Ravenelle examines the costs, benefits, and societal impact of this new economic movement. Poignant and evocative, *Hustle and Gig* exposes how the gig economy is the millennial's version of minimum-wage precarious work.

THE MONEY BOOK FOR FREELANCERS, PART-TIMERS, AND THE SELF-EMPLOYED

THE ONLY PERSONAL FINANCE SYSTEM FOR PEOPLE WITH NOT-SO-REGULAR JOBS

Currency Shares strategies for accumulating real-world wealth while staying independently employed, distilling lessons from a variety of sources effectively used by the authors during the recent financial crisis.

THE SIX-FIGURE FREELANCER

YOUR ROADMAP TO SUCCESS IN THE GIG ECONOMY

Entrepreneur Press **Start and Scale Your Freelance Business** The freelance portion of the workforce and the economy is growing at a rapid pace, but the lack of proper training or knowledge about how to run a freelance venture sets most freelancers up for failure. With this new workforce picking up speed, the need is real and the time is now for freelancers to learn how to take their businesses and their paychecks to the next level. *The Six-Figure Freelancer* is a proven path, a battle-tested guide that works for freelancers of all types and includes the author's five years of trial-by-fire lessons used to find, land, and amaze your clients. The book follows an outline of proven tactics to grow a business to the six-figure level and keep it there: Knowing the current phase of your freelance business Getting into the right mindset to shift your money power Knowing how to spot high-value, high-dollar clients Determining the structure of your six-figure business (solo or agency model?) Speeding your process up and structuring your ideal freelance workday Putting together a client

benefit-focused marketing tools plan Raising your rates and transmitting value to prospective clients Avoiding those six-figure earner pitfalls Throughout this book, readers will have guided action plans and checklists to customize their own specific freelance business.

WORKING IN THE GIG ECONOMY

HOW TO THRIVE AND SUCCEED WHEN YOU CHOOSE TO WORK FOR YOURSELF

Kogan Page Publishers **There are new flexible and independent working opportunities available in the gig economy for those brave enough to seize them. It is estimated that the number people involved with the gig economy will double in the next four years. New generation workers are realising that they can break the chains of corporate work and go at it alone. With flexible working hours, fluid work arrangements and technology that they can leverage to their advantage, people are creating purposeful careers that fit in with their lives, not the other way around. Working in the Gig Economy is the ultimate guide to successfully navigating the new flexible world of work. This is a book that will allow you to really examine the possibilities of freelance and flexible working. Is it really for you? Do you have what it takes to stay motivated, get clients to hire you and achieve that long-yearned for work-life balance? Thomas Oppong is an expert in entrepreneurship and the gig economy. With this book, he takes readers through the main pitfalls of working for themselves, including how to stay productive, how to manage your professional network, build a personal brand and crucially how to keep the work coming and get paid on time. Working in the Gig Economy is the essential guide to having a successful and fulfilling career in the gig economy.**

HUSTLE AND FLOAT

RECLAIM YOUR CREATIVITY AND THRIVE IN A WORLD OBSESSED WITH WORK

Diversion Books **OUR CULTURE HAS BECOME OBSESSED WITH HUSTLING. As we struggle to keep up in a knowledge economy that never sleeps, we arm ourselves with life hacks, to-do lists, and an inbox-zero mentality, grasping at anything that will help us work faster, push harder, and produce more. There's just one problem: most of these solutions are making things worse. Creativity isn't produced on an assembly line, and endless hustle is ruining our mental and physical health while subtracting from our creative performance. Productivity and Creativity are not compatible; we are stuck between them, and like the opposite poles of a magnet, they are tearing us apart. When we're told to sleep more, meditate, and slow down, we nod our heads in agreement, yet seem incapable of applying this advice in our own lives. Why do we act against our creative best interests? WE HAVE FORGOTTEN HOW TO FLOAT. The answer lies in our history, culture, and**

biology. Instead of focusing on how we work, we must understand why we work—why we believe that what we do determines who we are. Hustle and Float explores how our work culture creates contradictions between what we think we want and what we actually need, and points the way to a more humane, more sustainable, and, yes, more creative, way of working and living.

GIGONOMICS

A FIELD GUIDE FOR FREELANCERS IN THE GIG ECONOMY

TEMP

THE REAL STORY OF WHAT HAPPENED TO YOUR SALARY, BENEFITS, AND JOB SECURITY

Penguin Winner of the William G. Bowen Prize Named a "Triumph" of 2018 by New York Times Book Critics Shortlisted for the 800-CEO-READ Business Book Award The untold history of the surprising origins of the "gig economy"--how deliberate decisions made by consultants and CEOs in the 50s and 60s upended the stability of the workplace and the lives of millions of working men and women in postwar America. Over the last fifty years, job security has cratered as the institutions that insulated us from volatility have been swept aside by a fervent belief in the market. Now every working person in America today asks the same question: how secure is my job? In *Temp*, Louis Hyman explains how we got to this precarious position and traces the real origins of the gig economy: it was created not by accident, but by choice through a series of deliberate decisions by consultants and CEOs--long before the digital revolution. Uber is not the cause of insecurity and inequality in our country, and neither is the rest of the gig economy. The answer to our growing problems goes deeper than apps, further back than outsourcing and downsizing, and contests the most essential assumptions we have about how our businesses should work. As we make choices about the future, we need to understand our past.

ULTIMATE GIG

FLEXIBILITY, FREEDOM, REWARDS

Emerald Group Publishing *Ultimate Gig* will serve to answer questions and help gig-providing companies and workers make decisions by informing, inspiring and motivating as well as serving as a teaching tool. Most importantly it will give the reader a better understanding of the most significant labor revolution in the past 100 years as to how work can be done.

THE INSIDE GIG

HOW SHARING UNTAPPED TALENT ACROSS BOUNDARIES UNLEASHES ORGANIZATIONAL CAPACITY

LifeTree Media **Unlock the hidden skills within your organization to keep your employees happy and engaged, improve your organization's agility, and lower your costs. What if the talent you're seeking to hire is already on your company's payroll but going untapped? Employees often have capabilities and aspirations that go far beyond their current job descriptions. The Inside Gig will show you how to optimize and energize your workforce by deploying the skills of the employees you already have inside your firm across organizational boundaries. Written by thought leaders and practitioners in the future of work, this book will explain how to: Uncover the hidden skills within your workforce Create a new "Talent Operating Model" to uncover and cost-effectively match the right talent to real-time business challenges Apply machine learning and AI to managing the allocation of resources across departments Bust the "functional silos" in your company to create agile, collaborative teams Improve employee retention by offering employees the opportunity to expand their careers within your organization rather than leaving in search of new challenges In a rapidly changing economy that demands the constant reskilling of workers, the future belongs to companies that can access and deploy talent quickly and efficiently. Read The Inside Gig to start gaining your competitive edge today.**

SUSTAINABILITY IN THE GIG ECONOMY

PERSPECTIVES, CHALLENGES AND OPPORTUNITIES IN INDUSTRY 4.0

Springer Nature

BRAIN SENSE

THE SCIENCE OF THE SENSES AND HOW WE PROCESS THE WORLD AROUND US

Amacom Books **Provides information on the five senses and how the brain processes sensory information.**

THE CORRUPTION OF CAPITALISM

WHY RENTIERS THRIVE AND WORK DOES NOT PAY

Biteback Publishing **There is a lie at the heart of global capitalism. Politicians, financiers and global bureaucrats claim to believe in free competitive markets, but have constructed the most unfree market system ever. It is corrupt because income is channelled to the owners of property - financial, physical and intellectual - at the expense of society. This book reveals how**

global capitalism is rigged in favour of rentiers to the detriment of all of us, especially the precariat. A plutocracy and elite enriches itself, not through production of goods and services, but through ownership of assets, including intellectual property, aided by subsidies, tax breaks, debt mechanisms, revolving doors between politics and business, and the privatisation of public services. Rentier capitalism is entrenched by the corruption of democracy, manipulated by the plutocracy and an elite-dominated media. Meanwhile, wages stagnate as labour markets are transformed by outsourcing, automation and the on-demand economy, generating more rental income while expanding the precariat. The *Corruption of Capitalism* argues that rentier capitalism is fostering revolt, and concludes by outlining a new income distribution system that would achieve the extinction of the rentier while promoting sustainable growth.

IN BLOOM

Entangled: Embrace I left for LA with everything I owned piled into my old Volkswagen and dreams of becoming a costume designer. Little did I know I'd wind up designing for a lingerie company—yeah, not sure how I landed this gig—and taken under the wing of two young Hollywood insiders. The fashion shows and parties were great, but life really got exciting when the seriously hottest lead singer of my favorite band started to fall for me. How does someone like me, an ordinary girl from Pittsburgh, wind up in the arms of the world's sexiest rock star—surrounded by celebrities, fashion, and music—and not be eaten alive? Berkeley is everything I've ever dreamed of in a boyfriend, but the paparazzi, the tabloids, the rumors, it's all getting a bit too crazy. My life has become every girl's dream come true, if only I don't blink and lose it all... Each book in the Brightside series is a standalone, full-length story that can be enjoyed out of order. Series Order: Book #1 In Bloom Book #2 Blushing Book #3 Believe

THE AUTOMATIC CUSTOMER

CREATING A SUBSCRIPTION BUSINESS IN ANY INDUSTRY

Penguin The lifeblood of your business is repeat customers. But customers can be fickle, markets shift, and competitors are ruthless. So how do you ensure a steady flow of repeat business? The secret—no matter what industry you're in—is finding and keeping automatic customers. These days virtually anything you need can be purchased through a subscription, with more convenience than ever before. Far beyond Spotify, Netflix, and New York Times subscriptions, you can sign up for weekly or monthly supplies of everything from groceries (AmazonFresh) to cosmetics (Birchbox) to razor blades (Dollar Shave Club). According to John Warrillow, this emerging subscription economy offers huge opportunities to companies that know how to turn customers into subscribers. Automatic customers are the key to increasing cash flow, igniting growth, and boosting the value

of your company. Consider Whatsapp, the internet-based messaging service that was purchased by Facebook for \$19 billion. While other services bombarded users with invasive ads in order to fund a free messaging platform, Whatsapp offered a refreshingly private tool on a subscription platform, charging just \$1 per year. Their business model enabled the kind of service that customers wanted and ensured automatic customers for years to come. As Warrillow shows, subscriptions aren't limited to technology or media businesses. Companies in nearly any industry, from start-ups to the Fortune 500, from home contractors to florists, can build subscriptions into their business. Warrillow provides the essential blueprint for winning automatic customers with one of the nine subscription business models, including:

- **The Membership Website Model:** Companies like The Wood Whisperer Guild, ContractorSelling, and DanceStudioOwner offer access to highly specialized, high quality information, recognizing that people will pay for good content. This model can work for any business with a tightly defined niche market and insider information.
- **The Simplifier Model:** Companies like Mosquito Squad (pest control) and Hassle Free Homes (home maintenance) take a recurring task off your to-do list. Any business serving busy consumers can adopt this model not only to create a recurring revenue stream, but also to take advantage of the opportunity to cross-sell or bundle their services.
- **The Surprise Box Model:** Companies like BarkBox (dog treats) and Standard Cocoa (craft chocolate) send their subscribers curated packages of goodies each month. If you can handle the logistics of shipping, giving customers joy in something new can translate to sales on your larger e-commerce site.

This book also shows you how to master the psychology of selling subscriptions and how to reduce churn and provides a road map for the essential statistics you need to measure the health of your subscription business. Whether you want to transform your entire business into a recurring revenue engine or just pick up an extra 5 percent of sales growth, *The Automatic Customer* will be your secret weapon.

WORKPARTY

HOW TO CREATE & CULTIVATE THE CAREER OF YOUR DREAMS

Simon and Schuster **First, we leaned in. Now we stand up.** In this “much-needed combo of real talk, confessions, and lessons learned along the way” (Chelsea Handler), Jaclyn Johnson—the founder and CEO behind Create & Cultivate, the fastest growing online platform for millennial businesswomen—offers a rallying cry for a new generation of women who are redefining the meaning of work on their own terms. Jaclyn suffered a massive blow in her early twenties. She was on an upward career climb and confidently moved across the country for a job—and then, was abruptly let go. Attempting to turn that closed door into an open window, she launched a company with a trusted business partner. Soon after, she discovered said business partner had made detrimental decisions to the company without

her knowledge. Before she knew it, she was in the throes of a brutal business partner break up. She was only twenty-four. Determined to bounce back, Jaclyn overhauled the mess that was her life and by the time she was in her early thirties, she had sold a company and launched the much-buzzed about Create & Cultivate platform—and advised and invested in multiple million-dollar projects at the same time. So, how did she do it? In *WorkParty*, Jaclyn shows how she turned distrust into determination, frustration into fuel, and heartache into hard work—and how you can, too. With stories from leading female entrepreneurs including Christene Barberich (co-founder of Refinery29), Alli Webb, (creator of Drybar), Morgan Debaun (founder of Blavity), Jen Gotch of Ban.do, Rebecca Minkoff, and Kendra Scott, you will learn the tips and tricks from the best in the business while cultivating the passion and happiness you need to succeed. “This is the book you need to take your career to the next level—on your own terms” (Refinery29).

#IHUNT: KILLING MONSTERS IN THE GIG ECONOMY

It's like Uber, but for slaying monsters! Lana is a monster hunter. She kills vampires, werewolves, demons and all the other terrifying creatures of the night. She doesn't do it because she's the chosen one. She doesn't do it because it's her duty. She does it because working one job just doesn't cut it for a millennial in Southern California. She takes contracts using iHunt, an app which freelance monster hunters use to find profitable prey. It's like Supernatural meets Uber, Buffy meets Airbnb, and sadly, Blade meets Fiverr. Lana's story is about making ends meet, about economic anxiety, and about what a person's willing to do to pay the bills. It's a equal parts horror, dark humor, slice of life, and social commentary on the gig economy. She deals with the same problems other millennials face: begging the landlord to extend your rent due date until the next paycheck comes, dating guys not concerned about their partners' orgasms, dating women who have to sleep all day because they burn in the sun, the cost of clothing you need to replace because you got into a fight with the undead, and trying to explain that the security footage where you're killing a guy is actually a viral social experiment to advertise your new film. You know, normal millennial issues. I'm sorry, I meant to say #millennialissues. Gotta get those views!

FUTUREPROOF YOUR CAREER AND COMPANY

FLOURISH IN AN ERA OF AI, DIGITAL NATIVES, AND THE GIG ECONOMY

Futureproof or die! In this digital age, it's not just a catchy phrase but a stark reality. Artificial intelligence is infiltrating into our companies and our jobs. The Digital Natives are storming the workplace. The Gig Economy is changing not only who gets the job done but also where, when and

how. These three powerful forces - nourished by the digital revolution - are gaining momentum and are expected to peak over the next decade. The rate of disruption and extinction is accelerating. Companies, and industries are going bust. Jobs and skills are becoming irrelevant. Is your career futureproof? Is your company futureproof? This book will help. Written in a storyteller tone and sprinkled with interesting anecdotes and memorable tales, this page-turning read offers actionable insights and proven steps on how you can stay ahead of the curve and flourish in the future. The book has three sections. The Section I dives deep into each trend: Artificial Intelligence, Digital Natives, and the Gig Economy. You will learn...-How powerful are these trends? -Why should you pay attention to them? -How will they impact your career and the company over the next decade? The Section II outlines the five ways to futureproof your career. You will learn how to become...-A fully unleashed human to thrive in the era of AI-A catalyst for change to set you apart from your peers-An alchemist to transform ordinary into extraordinary -A captain with nerves of steel to navigate through turbulent times ahead-A futurist to predict and prepare for the future The section III outlines the five ways to futureproof your company. You will learn how to...-Transform your business digitally to lead-Infuse purpose that guides your company as the true North-Unleash the spirit of innovation to be a disruptor-Inspire learning to groom the workforce of tomorrow-Enjoy expedition by engaging your employees

THE PASSION ECONOMY

NINE RULES FOR THRIVING IN THE TWENTY-FIRST CENTURY

Vintage The brilliant creator of NPR's Planet Money podcast and award-winning New Yorker staff writer explains our current economy: laying out its internal logic and revealing the transformative hope it offers for millions of people to thrive as they never have before. Contrary to what you may have heard, the middle class is not dying and robots are not stealing our jobs. In fact, writes Adam Davidson—one of our leading public voices on economic issues—the twenty-first-century economic paradigm offers new ways of making money, fresh paths toward professional fulfillment, and unprecedented opportunities for curious, ambitious individuals to combine the things they love with their careers. Drawing on the stories of average people doing exactly this—an accountant overturning his industry, a sweatshop owner's daughter fighting for better working conditions, an Amish craftsman meeting the technological needs of Amish farmers—as well as the latest academic research, Davidson shows us how the twentieth-century economy of scale has given way in this century to an economy of passion. He makes clear, too, that though the adjustment has brought measures of dislocation, confusion, and even panic, these are most often the result of a lack of understanding. The Passion Economy delineates the ground rules of the new economy, and armed with these, we begin to see how we can succeed in it according to its own

terms—intimacy, insight, attention, automation, and, of course, passion. An indispensable road map and a refreshingly optimistic take on our economic future.

AFTER THE GIG

HOW THE SHARING ECONOMY GOT HIJACKED AND HOW TO WIN IT BACK

Univ of California Press Management & Workplace Culture Book of the Year, 2020 Porchlight Business Book Awards A Publishers Weekly Fall 2020 Big Indie Book The dark side of the gig economy (Uber, Airbnb, etc.) and how to make it equitable for the users and workers most exploited. When the "sharing economy" launched a decade ago, proponents claimed that it would transform the experience of work--giving earners flexibility, autonomy, and a decent income. It was touted as a cure for social isolation and rampant ecological degradation. But this novel form of work soon sprouted a dark side: exploited Uber drivers, neighborhoods ruined by Airbnb, racial discrimination, and rising carbon emissions. Several of the most prominent platforms are now faced with existential crises as they prioritize growth over fairness and long-term viability. Nevertheless, the basic model--a peer-to-peer structure augmented by digital tech--holds the potential to meet its original promises. Based on nearly a decade of pioneering research, *After the Gig* dives into what went wrong with this contemporary reimagining of labor. The book examines multiple types of data from thirteen cases to identify the unique features and potential of sharing platforms that prior research has failed to pinpoint. Juliet B. Schor presents a compelling argument that we can engineer a reboot: through regulatory reforms and cooperative platforms owned and controlled by users, an equitable and truly shared economy is still possible.

THE HEART TO START

STOP PROCRASTINATING & START CREATING

Kadavy, Inc. It's a terrible feeling. To know you have a gift for the world. But to be utterly paralyzed every time you try to discover what that gift is. Stop procrastinating and start creating! In *The Heart to Start*, blogger, podcaster, and award-winning designer David Kadavy takes you on his journey from Nebraska-based cubicle dweller to jet-setting bestselling author, showing you how to stop procrastinating, and start creating. The original and battle-tested tactics in *The Heart to Start* eliminate fear in your present self, so you can finally become your future self: Tap into the innate power of curiosity. Find the fuel to propel you through resistance. Catch yourself "Inflating The Investment." Prevent self-destructive time sucks and find the time to follow your art, even if you feel like you have no time at all. Bust through "The Linear Work Distortion." Inspire action that harnesses your natural creative style. Supercharge your progress with

“Motivational Judo.” Lay perfectionism on its back while propelling your projects forward. Inspiring stories weave these techniques into your memory. From Maya Angelou to Seth Godin. From J. K. Rowling to Steven Pressfield. You'll hear from a Hollywood screenwriter, a chef, and even a creator of a hit board game. Whether you're writing a novel, starting a business, or picking up a paintbrush for the first time in years, *The Heart to Start* will upgrade your mental operating system with unforgettable tactics for ending procrastination before it starts, so you can make your creative dreams a reality. Take your first step and click the buy button. Download *The Heart to Start*, and unlock your inner creative genius today!

ALIENATED AMERICA

WHY SOME PLACES THRIVE WHILE OTHERS COLLAPSE

HarperCollins Now a Washington Post bestseller. Respected conservative journalist and commentator Timothy P. Carney continues the conversation begun with *Hillbilly Elegy* and the classic *Bowling Alone* in this hard-hitting analysis that identifies the true factor behind the decline of the American dream: it is not purely the result of economics as the left claims, but the collapse of the institutions that made us successful, including marriage, church, and civic life. During the 2016 presidential campaign, Donald J. Trump proclaimed, “the American dream is dead,” and this message resonated across the country. Why do so many people believe that the American dream is no longer within reach? Growing inequality, stubborn pockets of immobility, rising rates of deadly addiction, the increasing and troubling fact that where you start determines where you end up, heightening political strife—these are the disturbing realities threatening ordinary American lives today. The standard accounts pointed to economic problems among the working class, but the root was a cultural collapse: While the educated and wealthy elites still enjoy strong communities, most blue-collar Americans lack strong communities and institutions that bind them to their neighbors. And outside of the elites, the central American institution has been religion. That is, it's not the factory closings that have torn us apart; it's the church closings. The dissolution of our most cherished institutions—nuclear families, places of worship, civic organizations—has not only divided us, but eroded our sense of worth, belief in opportunity, and connection to one another. In *Abandoned America*, Carney visits all corners of America, from the dim country bars of Southwestern Pennsylvania, to the bustling Mormon wards of Salt Lake City, and explains the most important data and research to demonstrate how the social connection is the great divide in America. He shows that Trump's surprising victory was the most visible symptom of this deep-seated problem. In addition to his detailed exploration of how a range of societal changes have, in tandem, damaged us, Carney provides a framework that will lead us back out of a lonely, modern wilderness.

THE FOURTH INDUSTRIAL REVOLUTION

Currency Between the 18th and 19th centuries, Britain experienced massive leaps in technological, scientific, and economical advancement

THE FUN FORMULA

HOW CURIOSITY, RISK-TAKING, AND SERENDIPITY CAN REVOLUTIONIZE HOW YOU WORK

Thomas Nelson Find more success in work and in life than you ever dreamed possible—by pursuing fun. The demands of work and the breakneck pace of technological change wear heavily on all of us, whether we are employees at a large company, solo workers in the gig economy, or entrepreneurs launching a new venture. The “hustle-and-grind” lifestyle that we’ve been told is essential to success actually leads to physical ailments, emotional burnout, and a darkness in the soul. But Joel Comm has found a better way. In *The Fun Formula*, Comm reveals that the best path to success—in work and in life—is to focus on our passions, curiosity, and the things that bring us great pleasure. Doing this leads not only to more dramatic results in whatever we do, but also to a more fulfilling life. Using entertaining stories and illuminating anecdotes from Comm’s own life and those of others, famous and not, *The Fun Formula* lays out a plan for making the subtle changes to our thinking and routines that will enable us to design the life we truly desire: one of significance and joy.

DESIGNING YOUR WORK LIFE

HOW TO THRIVE AND CHANGE AND FIND HAPPINESS AT WORK

Knopf When *Designing Your Life* was published in 2016, Stanford’s Bill Burnett and Dave Evans taught readers how to use design thinking to build meaningful, fulfilling lives (“Life has questions. They have answers.” -*The New York Times*). The book struck a chord, becoming an instant #1 *New York Times* bestseller. Now, in *DESIGNING YOUR WORK LIFE: How to Thrive and Change and Find Happiness at Work* they apply that transformative thinking to the place we spend more time than anywhere else: work. *DESIGNING YOUR WORK LIFE* teaches readers how to create the job they want—without necessarily leaving the job they already have. “Increasingly, it’s up to workers to define their own happiness and success in this ever-moving landscape,” they write, and chapter by chapter, they demonstrate how to build positive change, wherever you are in your career. Whether you want to stay in your job and make it a more meaningful experience, or if you decide it’s time to move on, Evans and Burnett show you how to visualize and build a work-life that is productive, engaged, meaningful, and more fun.

#IHUNT

THE CHOSEN ONE

"She's the light in the darkness. The chosen one. She will be one against the night, waging war eternal to vanquish the forces of evil." Lana's not the Chosen One. She's just a millennial trying to make ends meet. She makes ends meet by hunting monsters through an app called #iHunt. It's like Uber, but for hunting the killers that stalk the night. When she meets the real Chosen One, Veronica Vanderbilt, things get complicated. Veronica doesn't understand why Lana would charge money for doing good work. Lana doesn't understand why Veronica manages to survive despite being insufferable. Meanwhile, Lana's trying to work out her issues with her girlfriend, a vampire named Natalie who struggles with Lana's job killing people like her. #iHunt: The Chosen One is a darkly humorous take on the gender and social politics of our favorite 1990s TV vampire slayer, through the eyes of a millennial in 2019.

I HOLD A WOLF BY THE EARS

STORIES

Farrar, Straus and Giroux **ONE OF TIME'S 10 BEST FICTION BOOKS OF 2020.** Longlisted for the Joyce Carol Oates Prize. Named a Best Book of 2020 by NPR, Bustle, Good Housekeeping, the New York Public Library, Library Journal, Lit Hub, Electric Literature, and Tor.com "As enchanting as fairy tales, as mysterious as dreams, these exquisitely composed fictions are as urgent and original as any being written today." —Sigrid Nunez, author of *The Friend*, winner of the 2018 National Book Award for Fiction An urgent and unsettling collection of women on the verge from Laura van den Berg, author of *The Third Hotel* *I Hold a Wolf by the Ears*, Laura van den Berg's first story collection since her prizewinning book *The Isle of Youth*, draws readers into a world of wholly original, sideways ghost stories that linger in the mouth and the mind. Both timeless and urgent, these eleven stories confront misogyny, violence, and the impossible economics of America with van den Berg's trademark spiky humor and surreal eye. Moving from the peculiarities of Florida to liminal spaces of travel in Mexico City, Sicily, and Iceland, *I Hold a Wolf by the Ears* is uncannily attuned to our current moment, and to the fears we reveal to no one but ourselves. In "Lizards," a man mutes his wife's anxieties by giving her a LaCroix-like seltzer laced with sedatives. In the title story, a woman poses as her more successful sister during a botched Italian holiday, a choice that brings about strange and destructive consequences, while in "Karolina," a woman discovers her prickly ex-sister-in-law in the aftermath of an earthquake and is forced to face the truth about her violent brother. *I Hold a Wolf by the Ears* presents a collection of women on the verge, trying to grasp what's left of life: grieving, divorced, and hyperaware, searching, vulnerable, and unhinged,

they exist in a world that deviates from our own only when you look too closely. With remarkable control and transcendent talent, van den Berg dissolves, in the words of the narrator of "Slumberland," "that border between magic and annihilation," and further establishes herself as a defining fiction writer of our time.

THE NEW EDUCATION

HOW TO REVOLUTIONIZE THE UNIVERSITY TO PREPARE STUDENTS FOR A WORLD IN FLUX

Basic Books A leading educational thinker argues that the American university is stuck in the past -- and shows how we can revolutionize it for our era of constant change Our current system of higher education dates to the period from 1865 to 1925. It was in those decades that the nation's new universities created grades and departments, majors and minors, all in an attempt to prepare young people for a world transformed by the telegraph and the Model T. As Cathy N. Davidson argues in *The New Education*, this approach to education is wholly unsuited to the era of the gig economy. From the Ivy League to community colleges, she introduces us to innovators who are remaking college for our own time by emphasizing student-centered learning that values creativity in the face of change above all. *The New Education* ultimately shows how we can teach students not only to survive but to thrive amid the challenges to come.

RUNNING A FOOD TRUCK FOR DUMMIES

John Wiley & Sons Drive your food truck business to success While food trucks may not be the new kid on the block anymore, it's a segment that continues to swell—and there's still plenty of room for growth. If you have your sights set on taking your culinary prowess on the road, *Running a Food Truck For Dummies, 2nd Edition* helps you find your food niche, follow important rules of conducting business, outfit your moving kitchen, meet safety and sanitation requirements, and so much more. Gone are the days of food trucks offering unappealing prepackaged meals, snacks, and coffee. In today's flourishing food service industry, they're more like restaurants on wheels, offering eager curbside patrons everything from gourmet tacos and Korean BBQ to gluten-free pastries and healthy vegan fare. Whether you're the owner or operator of an existing food truck business looking to up the ante or a chef, foodie, or gourmand interested in starting your own mobile restaurant endeavor, *Running a Food Truck For Dummies* has you covered. Create a food truck business plan to set yourself up for success Stay profitable by avoiding the most common operating mistakes Harness public relations and social media to build your following Grow from one truck to multiple trucks, restaurants, or a food truck franchise Packed with the latest information on legislation and ordinances, securing loans, and marketing to the all-important Millennials, this one-stop guide helps you

cook up a well-done food truck venture in no time!