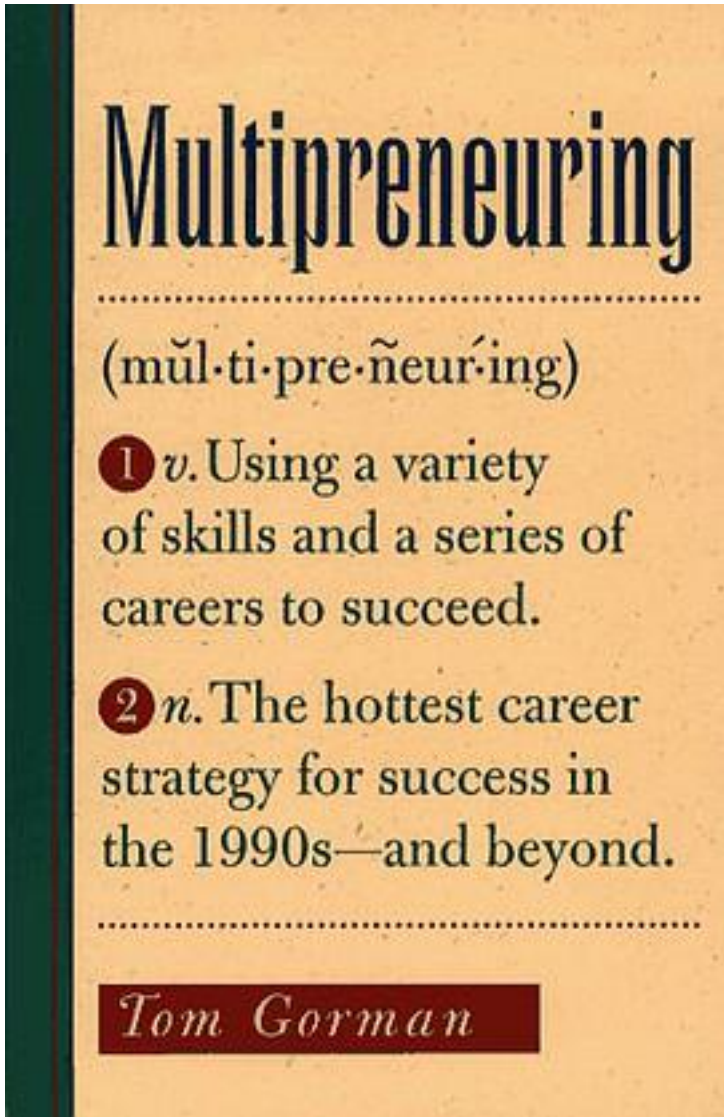


(创业天才)MULTIPRENEURING



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著者:Tom Gorman

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Multipreneuring is a career strategy that provides the techniques for managing a more flexible "chameleon" career, ensuring prosperity and fulfillment independent of the ebbs and flows of the economy. Unlike the countless other "surviving the nineties" career guides, Multipreneuring explores why multiple careers are essential in today's - and tomorrow's - marketplace and shows how creating a multipreneurial career can change your life.

Citing his own experiences, and those of other successful multipreneurs, the author explains how to develop multiple sources of income and pursue multiple careers - simultaneously or in succession - and offers advice on identifying key markets, handling career risk, and managing your own benefits.

From Booklist

Gorman presents a detailed explanation of how to manage your career in a way that will work for you in the 1990s--in a world with dramatic structural change in most corporations, a new social contract between employer and employee, and different skills and attitudes required for most jobs. Multipreneuring is a label for success in modern business today, which requires individuals to be able to organize resources, manage their careers, and assume sensible risks in the same way that a business enterprise is run. With the goal of helping the readers develop a portable, self-contained professional identity, the author offers them guidelines to gain insight into who they are professionally and, with that insight, to learn how to become multipreneurs. Criteria for a multipreneur include independence from a single employer, ability to learn and apply many skills, flexibility and adaptability, and being proactive in terms of starting a project and seeing it through. This thought-provoking book cautions readers that in the new environment of the 1990s and beyond, most of them will be required to function as multipreneurs for the rest of their working lives.

Mary Whaley

Synopsis

This text proposes that success in any industry today depends on having the ingenuity to "reinvent" yourself continually to accommodate the ever-changing marketplace, the versatility to do many things well, and the expectation that you will have a series of careers (on average, seven) in your lifetime. Citing his own experiences, and those of other successful multipreneurs, the author explains how to develop multiple sources of income and pursue multiple careers - simultaneously or in succession - and offers advice on identifying key markets, handling career risk, and managing your own benefits.

Book Dimension

Height (mm) 220 Width (mm) 140

作者介绍:

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