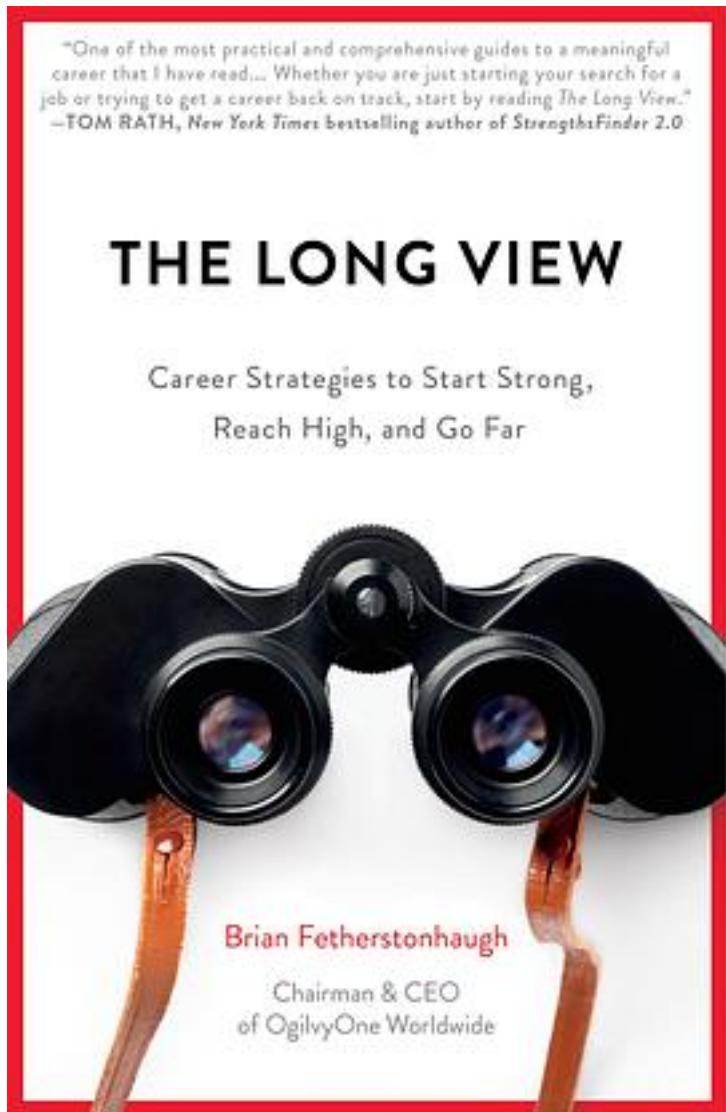


The Long View



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出版者:Diversion Publishing (September 6, 2016)

出版时间:2016-9

装帧:Paperback

isbn:9781682302927

The Chairman & CEO of OgilvyOne Worldwide and career advisor extraordinaire, Brian Fetherstonhaugh, outlines the three stages of a long, successful work life and offers guidance to plan ahead and get the most out of each phase.

The world of careers is vastly different than it was just five years ago—more choices, more competition, and relentless change in how we define work-life. It can be difficult to understand our options and plan for a prosperous future.

Where can you go for answers? Colleges may teach us academic and technical skills, and there are places to look for tips on how to write a resume or prep for a job interview. But is it enough?

Brian Fetherstonhaugh, CEO of OgilvyOne Worldwide, understands this dilemma and how to navigate it. He believes we need more than tactics—we need robust, road-tested strategies that combine old-school wisdom with new-school context so that we can flourish in the new professional reality. In *The Long View*, Fetherstonhaugh shows us the three distinct but interconnected stages of a career, and how we build “fuel” at every step along the way to create long-term success. *The Long View* teaches us new ways of finding jobs, new methods to build careers that last, and a new definition of “work” that embraces life-satisfaction and happiness.

The Long View offers highly practical exercises that challenge you to rethink how to assess your skills, invest your time and expand your personal network, and provides a framework for facing tough job decisions. With insights drawn from interviews with a variety of professionals—who share both success stories and cautionary tales—*The Long View* will help you establish your own path for overcoming obstacles and making the best choices for a long, accomplished, and rewarding career.

“THE LONG VIEW is one of the most practical and comprehensive guides to a meaningful career that I have read. Whether you are just starting your search for a job or trying to get a career back on track, start by reading *The Long View*.” —Tom Rath, best-selling author of *ARE YOU FULLY CHARGED?*, *EAT, MOVE, SLEEP*, and *STRENGTHSFINDER 2.0*

“THE LONG VIEW is the career guide you’ve been looking for—forward-thinking advice from a seasoned business leader. Brian Fetherstonhaugh offers practical exercises, useful advice—and deep insights into what a meaningful career looks and feels like.” —Susan Cain, co-founder of Quiet Revolution and New York Times bestselling author of *QUIET: The Power of Introverts in a World That Can’t Stop Talking*

作者介绍:

Brian has led OgilvyOne Worldwide to the forefront of the digital revolution. His far-ranging passions include eCommerce, social CRM, long-range career planning, and how corporate cultures need to evolve in the digital world. Brian was born and raised in Montreal, Canada. He plays hockey on Sunday nights, and plays guitar and harmonica in a rock band, aptly named Plan B.

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标签

career

职业规划

英文原版

self-development

英文

社科

原版书

work

评论

一些宏观的思路，比如c3个career stage，很有启发性。但是一些微观的东西，扯了太多，而且很多都是肤浅地点了一下，个人觉得读起来没劲儿，而且这本书在搞营销吧？？？

三种燃料-Transportable Skills/Meaningful Experiences/Enduring Relationships;
面对自动化-Build a skill set that is abundant in the ability to invent, judge, build human trust, interact socially, teach the machines, and create test hypotheses.

第一次读觉得是一本很差劲的成功学，第二次再读居然发现里面还有嵌入式广告！！

在豆瓣搜“职业规划”，找到了这本书。想刷一下阅读速度找来原版看，今天才看完1/3。可能大观念比细节阐释重要的多，这类励志类/自我提升类的书里面总喜欢用很多例子。所以觉得今天看的前三个chapter应该是全书精华所在。

1.职业生涯比你想象的要长，分为三个阶段。

a)蓄力阶段，前15年，不要太在意提升和薪水，而要强调积蓄力量和add up your fuel。尝试走出舒适区，探索自己喜欢的东西。其实觉得大学本科的四年自己在做的事情和这些也挺相似。

b) 找到sweet spot阶段，用俗气的话是“找到你这块拼图在世界里的位置”，这个阶段你的优势和劣势基本上已经稳定了，所要做的是找到你最合适的那个位置，发挥你的优势。

c) 稳住！第三个阶段往往是退休前，但并不意味着下滑，而在于延续和hand down

一生的职业分为三个阶段，第一阶段着重探索与增长自己的能力，第二阶段着重利用自己的能力在事业上达到一定高度，第三阶段着重把自己的经验和经历传授给下一代。对于第一阶段而言，最重要的三项技能：Transportable Skills; Meaningful Experiences; Enduring

Relationships。挺好的一本小书，促进人对职业进行一个长远的规划，有目标感，而非只是看眼前的因素而做决定。

职业生涯规划

And it's always good to spend the most time with those who make you feel intelligent, stronger and more able to conquer your career goals.

记得要反馈；选职业的时候考虑长期的发展；20-30岁是专业知识积累时期，所以尽量去犯错吧。犯错才会有所成长。

一本肤浅的美式成功学，教你如何成为一棵成功的美国社会韭菜。不推荐浪费时间阅读。
。

笔法风格好喜欢呀 不罗嗦又可以断断续续看完

Some answers are found.

我是否正在学习和成长？
我是否正在对某些人、现在的公司，乃至整个社会拥有影响力？我体验到乐趣了吗？
我是否得到了适当的奖励，并创造了经济价值？

大多数人找工作都是撞大运
没有太多的计划、规划。看哪儿给钱多去哪儿，啥有意思干啥，我想干啥干啥！
这本书给了更多的架构和规划思路 值得一看

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书评

你有想过你的职场生涯有多长吗？30年？40年？你真有考虑过这40年意味着什么吗？
对于很多人来说可能比从出生到现在所走过的时间还要长。我们总是说我30岁要做到什么样子、40岁要做到什么样子，可即便到了40岁，职业生涯也才刚刚过半，大部分人都严重低估了职业生涯的长度。职业...

2018年读完的第1本书，来得恰逢其时。作者是奥美互动全球董事长和首席执行官，30多年的职业生涯，还有20多年职场导师的洞见，让这本书非常有说服力。读完之后，有以下几点感悟：

①职场生涯会是一场长达45年以上的马拉松，没有什么工作和生活的平衡，它就是生活的一部分，尽早...

工作十年，庆幸自己还算“努力”，可也到了好好总结和思考的时候了，按六十岁退休，还得工作二十七年，职业生涯果然是漫长的马拉松。

国企的工作特别容易让人停滞，稳定会让自己长期处于舒适区，回顾这十年，比上不足，比下有余。岗位变动了五次，可都在一个部门，一直心有不甘...

这两天朋友圈被某位80后创业者自杀的消息刷屏，让人唏嘘不已，近几年职场人自杀猝死的信息也是一条接一条，工作给我们带来的压力无处不在。千变万化的职场环境，加上人工智能的发展将可能取代越来越多的劳动力，困扰着越来越多的职场人。那么如何不被人工智能取代，如何避免到...

新年伊始，邂逅《远见》。读过之后，安利给了周围每一个小伙伴。从没想过，自己竟然会如此喜欢一本讲“职业生涯规划”的书，这个话题至少在十年前就被我拉入黑名单，同期上榜的还有“养生，励志，成功学”。职业生涯规划，在我看来，是个不讨喜的话题。理想丰满，现实骨感的事...

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