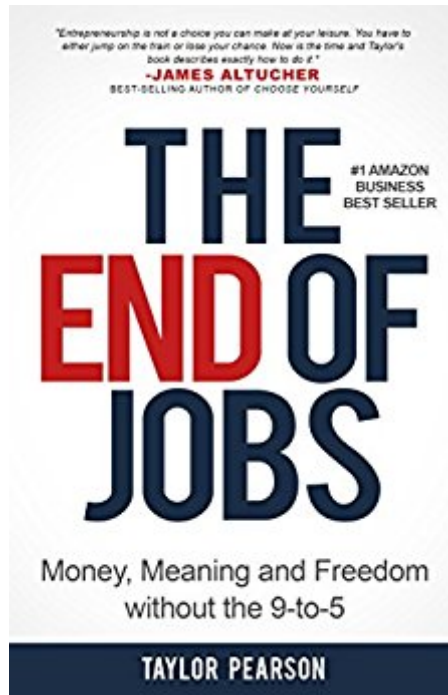


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# The End Of Jobs: Money, Meaning And Freedom Without The 9-to-5



## Synopsis

#1 Bestseller in Business and Money A Top 3 'Start Your Own Business' Book of 2015 -IncThe rapid development of technology and globalization has changed the leverage points in accumulating wealth: money, meaning and freedom. Those that don't adapt are becoming trapped in the downward spiral of a dying middle class - working harder and earning less. Entrepreneurs that understand the new paradigm, have created unprecedented wealth in their lives and the lives of those they love. The End of Jobs has been called one of the best entrepreneur books of 2015 and one of the top three how to start an online business books by Inc.com. In This Book You'll Learn:

- Why the century-long growth in wages came to a halt in 2000.
- Why MBAs and JDs can't get jobs and what that means for the future of work and your job.
- Why The Theory of Constraints and a shift into the Fourth Economy has made entrepreneurship the highest-leveraged career path for the young and ambitious.
- Why The Turkey Problem means accounting may be the riskiest profession in the 21st century while entrepreneurship may be the safest.
- How entrepreneurs with second-rate degrees are leveraging the radical democracy of the Long Tail to get rich.
- How the Stair Step Method and return of apprenticeships have transformed the "entrepreneurial leap" to make entrepreneurship at large, and small business entrepreneurship in particular, more accessible than ever.
- The scientific research on how giving up balanced living and embracing integrated living leads to more money, more meaning, and more freedom.
- Why a 20th century world view to career search questions like "What career is right for me?" and "How do I find a career?" could be the source of your frustration (and a better way to think about it)

Included (Free) Resources:

- Get access by visiting <http://taylorpearson.me/eoj>
- Full Recorded Interviews with the Ten Entrepreneurs featured in The End of Jobs detailing how they launched their own successful businesses.
- Taylor's 67 must-read business books and the best entrepreneur books to fuel your entrepreneurial career.
- 49 tools and templates to save you hundreds of hours when launching and growing a business.
- A Ninety-Day goal setting template to translate the book into actionable steps
- Access to a private community to discuss the book and get support from a community of like-minded individuals to inspire, motivate, and assist each other in seeking out apprenticeships, your career search and other elements around "how to find a career" and other career guidance questions like "what career is right for me?"

Who Should Read This Book?

- Early Stage Entrepreneurs - If you're already involved in small business entrepreneurship, but doubting yourself and wondering if you made a smart choice to abandon the traditional career path? In Chapter 5, The Turkey Problem, you'll learn the difference between real and perceived risk and why Entrepreneurship is a smarter choice than ever.

Established

Entrepreneurs - Do you have friends, family or team members that don't understand their choices? In chapters 12 through 14 you'll understand how to explain the fundamental drives of your ambition. Students - Are you looking for career guidance? Considering getting another degree as opposed to starting a business or going to work for an entrepreneurial business? Before you invest hundreds of thousands of dollars, read Chapter 3 to understand why credentials are getting less valuable even as degrees get more expensive. Corporate Employees - Are you in a position that feels safe but doesn't let you expand your skills and network? In chapter 4 through 6, you'll find out why that job might not be as safe as you think.

## Book Information

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## Customer Reviews

3 years ago I picked up Tim Ferriss' "4 Hour Work Week" - the bible of the first wave of nomadic online entrepreneurs. Like many people exploring this new concept of career and financial freedom beyond waiting for an increasingly uncertain retirement, the "4HWW" changed my perspective on my career, freedom, and life in general. The End of Jobs presents an even more compelling argument on how the traditional education, career and asset accumulation script is failing. Not just failing a generation of Millennials who can't get professional jobs after 4 years and tens or hundreds

of thousands of college debt, but all workers. Pearson presents the historical contexts of work throughout history, showing how these paradigms each crumbled as a result of power shifts from Monarchies to Banks to Corporations. Today, the power shift has moved from the Corporation to the Individual, and as such, a "job" in the traditional sense is doomed. After laying the groundwork for this theory, Pearson then presents actionable steps to hedge these risks and attain freedom. Like *The Four Hour Work Week*, there are also specific strategies and tactics. With the rate at which digital innovation moves, it's difficult to keep these tactics timeless. But the concepts of the "Stair Step Method" and Apprenticeships will hold any fledgling entrepreneur in good stead for years to come. I for one will use it and the accompanying bonus material as a knowledgebase in my own business and personal processes. There is a somewhat derogatory term, the Wantrepreneur: a person who gorges on entrepreneurial philosophy and strategies but is yet to pull the trigger and go out on a limb themselves.

We've all heard Marc Andreessen quip how "Software is eating the world". Automation is posing a serious threat to rote work that can be performed better by computers. According to the Economist almost half of all current jobs will be automated. So what does this mean for the next generation of workers? In Pearson's view the emphasis should be on "current" jobs. Work in the future will not look anything like it does today, but one aspect will be inevitable: personal entrepreneurship. This is because the internet has democratized global distribution and has exposed the long tail of consumer demand. In the post-internet world, anyone with a laptop and internet connection can turn his/her personal area of expertise into a useful product/service and cost-effectively ship it to anyone around the world. In today's world of educational inflation the limiting constraint for fulfilling work and safe salary is no longer credentialism but entrepreneurship. As a university researcher in aerospace engineering, I myself am right at the top of this educational ladder. For a long time I kept asking myself, What do I have to fear? Aerospace engineering jobs require a unique combination of analytical skills and creativity, are computers and the masses of new engineering graduates from India and China really going to compete away my livelihood? Perhaps. I am still convinced that practical professions like engineering will always be in demand. However, what this book has done is to force me to question my fondly held assumptions and acknowledge that there is room for entrepreneurship for everyone. I love and enjoy my university work and want to stay in research for the foreseeable future.

"The End of Jobs" talks about the coming future in which, contrary to conventional wisdom, people

may have more luck starting their own business than getting a job working for someone else. Unfortunately, the book does a better job describing the problem than showing readers a solution, although part of that problem is inherent to the task that the author took on. The book has a fairly accurate view of the situation that many people are facing in the work force. Once again, the job market is changing, and people will need to adapt in order to survive. The book thus posits that the necessary adaptation is becoming an entrepreneur, and creating your own job rather than relying on someone else to give you one. The principle is all well and good. People who succeed in their entrepreneurial ventures are often inspiring stories, and get a fair amount of satisfaction out of it. However, very few people ultimately succeed, and those who do require a great deal of initiative, hard work and luck. To his credit, though, the author fully acknowledges this, and suggests that we are in "Extremistan," with wildly divergent results between peers. Of course, there are certain people who are better off than others, depending on their skills and training. For example, business majors have the skills and training necessary to found their own business instead of getting a job in someone else's, but it may be significantly more difficult for a teacher to do something similar. The author cannot provide each and every individual a precise route to follow for success, since people's talents, desires and motivations are too different for that, and prefers to suggest that people become entrepreneurs in their own ways.

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