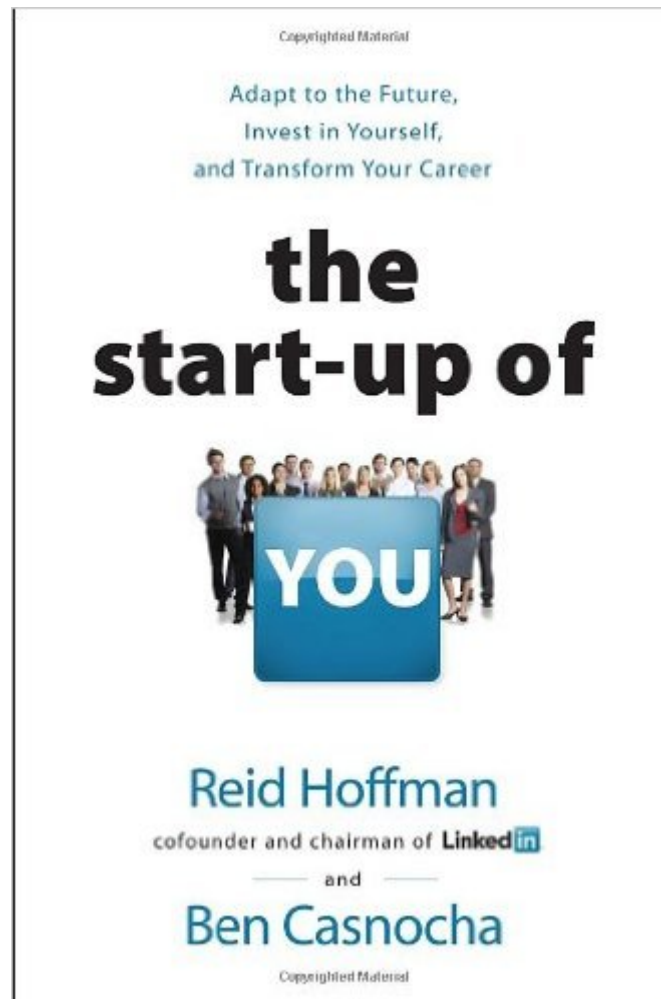


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# The Start-up Of You: Adapt To The Future, Invest In Yourself, And Transform Your Career



## Synopsis

A blueprint for thriving in your job and building a career by applying the lessons of Silicon Valley's most innovative entrepreneurs. The career escalator is jammed at every level. Unemployment rates are sky-high. Creative disruption is shaking every industry. Global competition for jobs is fierce. The employer-employee pact is over and traditional job security is a thing of the past. Here, LinkedIn cofounder and chairman Reid Hoffman and author Ben Casnocha show how to accelerate your career in today's competitive world. The key is to manage your career as if it were a start-up business: a living, breathing, growing start-up of you. Why? Start-ups - and the entrepreneurs who run them - are nimble. They invest in themselves. They build their professional networks. They take intelligent risks. They make uncertainty and volatility work to their advantage. These are the very same skills professionals need to get ahead today. This book isn't about cover letters or resumes. Instead, you will learn the best practices of Silicon Valley start-ups, and how to apply these entrepreneurial strategies to your career. Whether you work for a giant multinational corporation, a small local business, or launching your own venture, you need to know how to:

- \* Adapt your career plans as you change, the people around you change, and industries change.
- \* Develop a competitive advantage to win the best jobs and opportunities.
- \* Strengthen your professional network by building powerful alliances and maintaining a diverse mix of relationships.
- \* Find the unique breakout opportunities that massively accelerate career growth.
- \* Take proactive risks to become more resilient to industry tsunamis.
- \* Tap your network for information and intelligence that help you make smarter decisions.

A revolutionary new guide to thriving in today's fractured world of work, the strategies in this book will help you survive and thrive and achieve your boldest professional ambitions. The Start-Up of You empowers you to become the CEO of your career and take control of your future.

## Book Information

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## Customer Reviews

No matter what you do, think of yourself as an entrepreneur. Be willing to take risks. Accept failure and learn from it. Keep trying, and you'll succeed. If this all sounds familiar, then you'll be as disappointed as I was by *The Start-Up of You*, a generic career advice book churned out by two tech elites who could have done better. Rather than drawing directly on their experiences as founders and venture capitalists, Hoffman and Casnocha make a rote journey through modern Silicon Valley-themed business book territory. When they tell the stories of successes like Apple, Netflix, PayPal, and Zappos, it feels like they're going through a checklist. There's far less original substance than in Casnocha's *My Start-Up Life*, which benefited enormously from his being a teenager who knew little beyond his own experiences. He could tell it like it is, rather than drawing on played-out archetypes. The older Casnocha has tailored his book to the broadest possible audience, with all the mediocrity that entails. Simply put, I'm tired of hearing "They told him he was crazy..." stories. You know the type: 1. They [potential investors] told him [the entrepreneur] he was crazy. 2. He kept going. For years, he poured his heart and soul into his dream. 3. Today, [company he started] is valued at \$x billion. The problem with these stories is that there's only so much you can learn from them. The moral isn't "If they tell you that you're crazy, you're probably on to something"--to the contrary, if they tell you that you're crazy, you're probably crazy. "They" are often smart people like Hoffman and Casnocha.

This book is written by R. Hoffman and B. Casnocha. It is about being an entrepreneur, and about taking charge of your future business career, and about professional networking in general. Reid Hoffman is a co-founder of LinkedIn, and as such he is eminently qualified by first hand successful experience on these topics. What's good about the book: Hoffman and Casnocha give good advice to all professionals, especially to the young ones. After they get out of college, I am going to suggest to my sons that they read this book. In the book, there is a lot of good information about what kind of plans to make and how to make them. The authors detail the risks and the contingencies of the process. They explain the topsy-turvy nature of the start-up business, and they propose that you as an individual treat your career as a start-up, even if you have not (yet) started up your own company, or even if you are not (yet) working at a start-up company. This sort of thing is not for

everybody, but I think everybody can learn a thing or two by reading the book. What's not so good about the book: Unfortunately, the list is rather long. I will select a few of the most important eyesores: a) Starting with Chapter 4, the book turns into a commercial for LinkedIn. You will read page after page about networking in general, and how powerful it is and what kind of wonderful things it can do for you. Some of that is certainly true, but the discussion is extremely hyped-up in the book. In fact, the authors go as far as thinking that it is the natural state of all human interaction. They also discuss why some people may be put off by networking. They mention a few examples that can be easily dismissed (and they dismiss them accordingly).

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