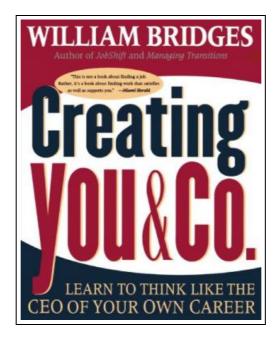
# Creating You and Co: Learn to Think Like the CEO of Your Own Career



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## Reviews

This is basically the very best publication i actually have go through until now. It really is loaded with knowledge and wisdom I realized this publication from my i and dad encouraged this publication to discover.

(Bryana Klocko III)

### CREATING YOU AND CO: LEARN TO THINK LIKE THE CEO OF YOUR OWN CAREER



Da Capo Press. Paperback. Book Condition: New. Paperback. 208 pages. Dimensions: 9.1in. x 7.3in. x 0.6in.Stop looking for the right job, career couselors now tell us. Start thinking of yourself as the head of a small business called You and Co., and view employers as potential customers. Thats the key to a successful career. That all very well, but howNo one is better at explaining the new world of work better than William Bridges, inventor of the term You and Co. In Creating You and Co., he provides workers with a practical guide to overcoming the employment trends illuminated in his bestsellers Managing Transitions and JobShift. By seeing beyond outdated notions of the job and learning to think as a business leader, you can find work that over the years will be both more fulfilling and more secure. Creating You and Co. provides self-assessment tests that help you to identify your Desires, Abilities, Temperament, and Assets. This D. A. T. A. is more than a window to what you like doing; it reveals your unique advantges in the work market. Other exercises lead you through the process of defining your product and spotting your market. By the end of this book, youll think about your work in a new wayyoull think like the CEO of You and Co. As Bridges shows, true security comes not from clinging to a job, but from doing the work youre best at for the employers who need it. By learning that approach you can cement your value to your current employer, shape a new job for yourself, actually start a small company, or blaze your own path. No matter what shape your You and Co. takes, we will all need to learn the Creating You and Co. approach to prosper in the...



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