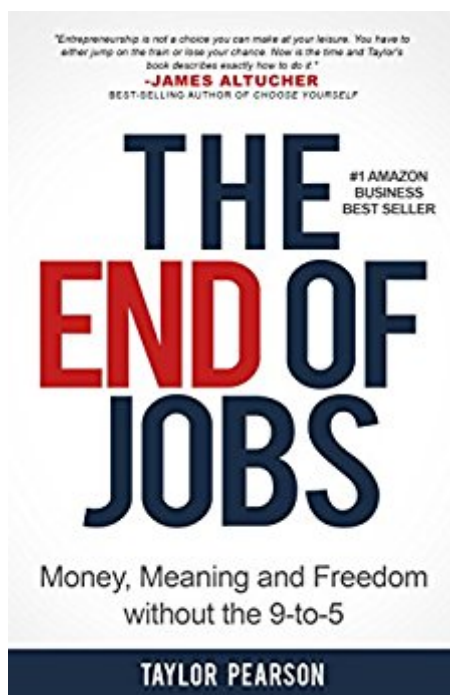


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The End Of Jobs: Money, Meaning And Freedom Without The 9-to-5



Synopsis

#1 Bestseller in Business and Money, Small Business, Entrepreneurship and International Economics
A Top 3 'Start Your Own Business' Book -Inc Magazine
The 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 combines the broad history of a Sapiens, the latest science of a Thinking Fast and Slow, the entrepreneurial oomph of a Rich Dad, Poor Dad or Zero to One with the motivational push of a Tony Robbins. 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 credit

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. Wantrepreneurship is a necessary stage in the journey - you must first decide that being an Entrepreneur is something worth caring about. *The End of Jobs* provides the mission as well as the toolkit to take those first steps. To be clear, this is not just a tactics-based "how to start a business" handbook for newbies. Nor is it insiders-only philosophical read for established business owners. It's the necessary balance of age-old philosophical theories, real-world examples of successful entrepreneurs, and nitty-gritty strategies and tactics that can create a catalyst for change: not only the WHY, but the HOW and WHEN (i.e. right now)!

Basically: your white collar job is going to be harder and harder to keep, because global education rates will continue to rise while the technology that allows remote work does also. You are now in a global job market, in which automation is steadily slurping away at the other end of the white collar job pool. This is all actually GOOD news, because according to Taylor Pearson, entrepreneur, nomad, podcaster, we are entering the age of the entrepreneur. It is now easier, cheaper, and more profitable than it has ever been to start your own business. He's right. The software, the analytics, even the relationships with the manufacturers are all served up on a platter. I know. We're launching a clothing line, and found our manufacturer through Alibaba. Taylor's arguments are both common sensical, and a bit frightening. There are tons of new opportunities to make money because of our recent ability to take advantage of the long tail of demand. E.g., there was always a few people out there who listened to Latvian folk music, but it was never profitable for the big record company to produce an album. For the Latvian folk artists, however, the demand is enough to make a living off of, and they now have the technology to make and distribute that music without the record company. The story is the same in virtually every industry. Pearson's book is intended to motivate,

and while its history and support are sound, I did wish at times that he would have dug into the details a little further. His brevity was distracting at times. That doesn't take away from the fact that this instant bestseller is a must read for any entrepreneur, anyone entering the job market today, anyone unprotected against the possibility of outsourcing. Definitely a digital nomad must read as well.

Taylor Pearson has done such an impressive job of synthesizing so many different trends that are coming together to change the nature of entrepreneurship and outlining them in a simple manner. In particular I like the sections around the Democratization of Distribution, and the Democratization of Production - these trends are so true yet I've never had them explained for me so simply. For me, the "4 Hour Work Week" provided a top level script for why someone might want to be an entrepreneur. "The End of Jobs" actually digs into why the trend towards entrepreneurship is inevitable, looking at macro trends in technology, job creation, population growth, and human nature, means that for many of us Entrepreneurship is inevitable in the future, but the biggest gains will be made by those that take actions now. Buy this if you have entrepreneurial ambitions but need a little push to understand that the risk is staying still, or buy it if you are like me and already on the path but need a little help in convincing your mother-in-law.

If there's one book you're going to read to understand where we will be standing when it comes to economics, it's this book. A mixture of business, statistics, philosophy and great antidotes, the author does a great job of tying it all together to get his message across that the knowledge economy we are in now is not sustainable and is soon to be coming to an end. Rather than continue on with more dreary conclusions, such as the comfort of the 9-5 job is coming to a close, Pearson pivots into an optimistic look into the future of "work" and how it's actually entrepreneurship that is where we are heading. Looking at trends of commerce, technology, and the lowest barrier to entry ever to start a new business, Pearson shares how becoming your own boss is the best way to move into the future. If you are trying to stay ahead of the curve on where our economy is going, and how to live the "good life", this book is a must read.

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