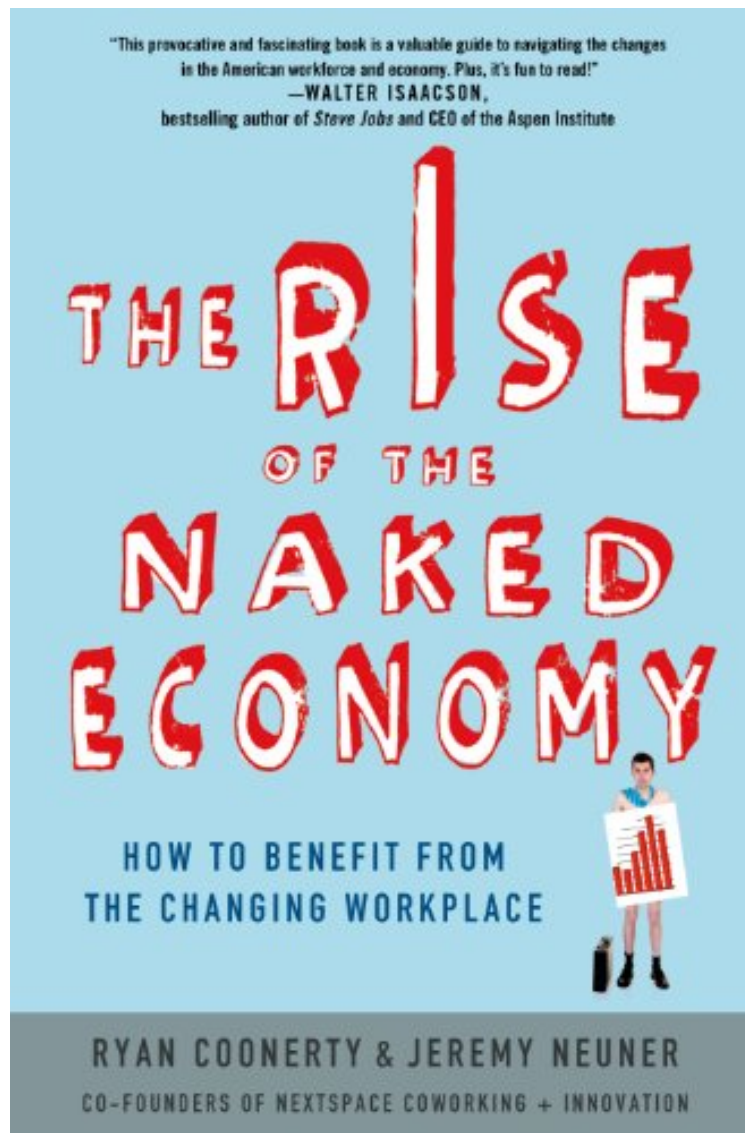


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The Rise of the Naked Economy: How to Benefit from the Changing Workplace

Ryan Coonerty, Jeremy Neuner
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Ryan Coonerty, Jeremy Neuner : The Rise of the Naked Economy: How to Benefit from the Changing Workplace before purchasing it in order to gage whether or not it would be worth my time, and all praised The Rise of the Naked Economy: How to Benefit from the Changing Workplace:

2 of 2 people found the following review helpful. Well-written and entertaining primer about the future of workBy Jamie RussoI am fairly immersed in the ongoing discussion about the "future of work." So none of what the authors present was shocking news. But what they provide is the most comprehensive picture of how our employment

relationships are evolving than anything else I've read. The authors lay real, rarely shared "naked economy" stories over the more often-seen data the growth of the freelancer/consultant role. For me, the book brings out enough real-life examples of what is happening right now to make a pretty clear argument for the projection that by 2025, 40% of the workforce will be independent. For some that are part of the growing 40%, it may seem obvious. The rest of the world needs this book.

1 of 1 people found the following review helpful. **The New Gig Economy** By Steve King This book covers the paradigm shift from traditional jobs and employment to a world of contingent work, projects, gigs and tasks. The title is meant as a metaphor to help explain the uncertainty, positives and negatives of the new economy. According to the authors, this is "like being naked, can be scary, but can also lead to some of the best moments in one's life". The authors are leaders of the coworking movement and have deep expertise and experience with the new world of work. They do a great job of explaining the social, economic and technology trends and shifts driving the changes in the economy. Anyone interested in how work is changing and what it means (and that's just about everyone) will find this book of value.

0 of 0 people found the following review helpful. **Must read for any business owner, entrepreneur or CEO, also helpful for HR/OD** By Amy M. King The authors dug deep into all aspects of the changing workplace - from the emerging freelance economy, to the coworking trend, to shocking statistics about low engagement in work. I love their voice and playful spirit, making the future of work both exciting and FUN!. As an amateur work futurist, I totally geeked out on this book. Wish there was a Part 2. Thank you!

What happens when work is no longer a place but a state of mind: when the trappings that have defined the economy as we knew it are stripped away and we start from the bare essence of what it means to make a living? From corner coffee shops to Fortune 500 companies, workers from all different backgrounds are creating a new reality and prosperity. *The Rise of the Naked Economy* shows readers how to achieve both personal and professional success in an economy that does not guarantee lifetime employment. Pioneers Coonerty and Neuner report from the front lines on the future of work. From the recently graduated to the recently laid off, this book covers how the rise in non-traditional employment calls for a new infrastructure, strategy, and attitude for workers, companies, and communities alike. Through interviews with the people, companies, and policymakers who are leading the change and already profiting from it, *The Rise of the Naked Economy* provides an optimistic, humorous, and inspirational vision for readers who want to reclaim their lives and livelihoods.

"This provocative and fascinating book is a valuable guide to navigating the changes in the American workforce and economy. Plus, it's fun to read!" --Walter Isaacson, bestselling author of *Steve Jobs* and CEO of the Aspen Institute "The Rise of the Naked Economy captures the tremendous challenges and opportunities for the Creative Class as they redefine work. This is a must read for anyone trying to figure how individuals, organizations and communities prosper in the new economy." --Richard Florida, Professor, University of Toronto and New York University; Editor At Large Atlantic Cities "The freelance surge is the industrial revolution of our time. Nearly 1 in 3 Americans is working independently. The Rise of the Naked Economy offers an important and optimistic look at how this change can make our economy more productive and our lives more balanced. Read this book -- and join the movement!" --Sara Horowitz, founder of Freelancers Union and author of *The Freelancer's Bible* "A refreshing take on how to make the global economy work for you, *The Rise of the Naked Economy* upends what we know about collaboration, coworking, and what makes businesses today thrive. This is a manifesto for anyone who wants to change the way we work." -- David Gelles, *The Financial Times* and author of *Mindful Work* "How refreshing to receive clear, useful advice about how to thrive in the economy we actually live in, as opposed to the one we long for in the past. *The Rise of the Naked Economy* will wake you up, inspire you and get you prepared to live, work and prosper in the 21st Century." --Pamela Slim, author of *Escape from Cubicle Nation* "The Rise of the Naked Economy gives a fresh new way to think about our work, our cities, and our society." --Tony Hsieh, *New York Times* bestselling author of *Delivering Happiness* and CEO of Zappos.com, Inc. "The expectations of this workforce combined with the millennial generation will force the workplace to change. This book gives a leader insights into what makes that new evolved worker tick, and how the change in the marketplace has to occur to unleash this global talent. To figure out how to leverage this talent will be the competitive advantage for any business as our historic 'contract' with employees is no longer valid. A must read." --Pat Wadors, VP, Global Talent Organization, LinkedIn "For anyone engaged in the Innovation Economy, or hoping to better understand today's mobile, agile workforce, *The Rise of the Naked Economy* is an insightful, interesting and enjoyable read. Ryan Coonerty and Jeremy Neuner translate their insights and experience in the working world to the printed page without missing a beat. I highly recommend it." -- Carl Guardino, President and CEO, Silicon Valley Leadership Group "Coonerty and Neuner's examination of the radical shift in the relationship between employer and employee in the new economy is a must read for anyone entering the workforce, and perhaps even more important for those of us who have been here for years. A timely and fascinating book." --Len Vlahos, Executive Director, Book Industry Study Group "Workplaces in corporate America are beginning to embrace a whole new way of working that has been pioneered by entrepreneurial individuals. *The Rise of the Naked Economy* provides the understanding you need to lead your organization or to enter the emerging

society of individual entrepreneurs." -- Ken Kannappan, CEO of Plantronics "The Rise of the Naked Economy has struck a chord. Ryan Coonerty and Jeremy Neuner have encapsulated the changes facing employees and their employers in today's marketplace. It is insightful, humorous, filled with stories and opportunities for instant application. I think it nothing less than revolutionary in how they approach and describe the changes facing our economy." --Gayle Shanks, co-owner of Changing Hands Bookstore "A fascinating look at the workplace revolution, The Rise of the Naked Economy is filled with compelling stories about people creating and pursuing work in innovative ways. Coonerty and Neuner aren't just thinking outside the box, they're imagining a world without boxes. And after reading their book, you'll be as excited as they clearly are about this brave new world." -- Allison Hill, President/COO, Vroman's Bookstore "Ryan Coonerty and Jeremy Neuner offer a way out of the boredom and anxiety of life and work trapped in a cubicle. Lively, timely, and wise." --Evan Thomas, Ferris Professor of Journalism, Princeton University, and author of Ike's Bluff About the Author