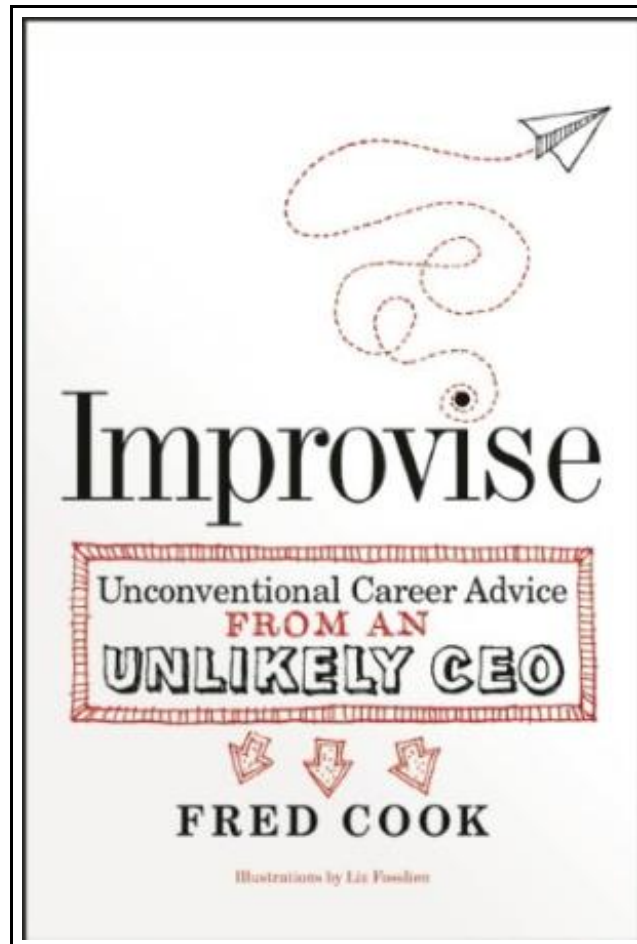


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(Dorothy Daugherty)

IMPROVISE: UNCONVENTIONAL CAREER ADVICE FROM AN UNLIKELY CEO

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Agate Publishing. Paperback. Book Condition: New. Paperback. 192 pages. This year alone, 3. 2 million US students will graduate from college. Unprecedented percentages of them will move back home, and many will be unable to obtain a job in their fields of study. A surfeit of workers pushes everyone down the totempolethose with graduate degrees get entry-level positions; undergrads will work as waitresses and baristas; and those with high-school educations often have the toughest luck of all. The pressure is on. Perhaps the key to escaping this cycle isnt more of the same but rather something completely different, which is exactly the point being made in Improvise: Unconventional Advice from an Unlikely CEO. Written by Fred Cook, president and CEO of the award-winning PR firm GolinHarris, this is an inspiring story of how Cook followed an unusual yet fascinating path from young adulthood to the corner office. Improvise melds learnings from a lifetime of uncommon experiences with insights from a surprisingly successful corporate career, as a means of inspiring workers mired in indecision and dimly lit prospects. Following college, Cook was initiated into the business world through a dozen enlightening jobs, including pool hustler, chauffeur for drunks, junior high teacher, cabin boy on a Norwegian tanker, Italian leather salesman, and doorman at a four-star hotel. From these odd-jobs and the chance encounters they led to, Cook obtained valuable insights into the business world and the understanding of how to make the most of even the smallest opportunity. Now he provides marketing advice and crisis counsel to blue-chip companies like Nintendo, McDonalds, Wal-Mart, BP, and Toyota, and has worked personally with Jeff Bezos, Michael Eisner, Herb Kelleher, Sheldon Adelson, and Steve Jobs. Each chapter of Improvise delivers a bold truth, supported by relevant episodes from Cooks personal life and reinforced by...



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