



# The Start-up of You: Adapt to the Future, Invest in Yourself, and Transform Your Career

By Reid Hoffman, Ben Casnocha

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## The Start-up of You: Adapt to the Future, Invest in Yourself, and Transform Your Career By Reid Hoffman, Ben Casnocha

**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.

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### Editorial Review

Amazon.com Review

#### Thomas Friedman Interviews Reid Hoffman and Ben Casnocha

**Thomas L. Friedman** is a *New York Times* foreign affairs columnist, three-time Pulitzer Prize winner, and author of international best seller *Hot, Flat, and Crowded*.

Whatever you may be thinking when you apply for a job today, you can be sure your prospective employer is thinking this: Can this person add value every hour, every day--more than a worker in India, a robot, or a computer could? Can he or she help my company adapt by not only doing the job today but also reinventing the job for tomorrow? And can he or she adapt with all the change, so my company can adapt and export more into the fastest-growing global markets? In today's hyper-connected world, more and more companies cannot and will not hire people who don't fulfill those criteria. This is precisely why LinkedIn's founder, Reid Garrett Hoffman, one of the premier starter-uppers in Silicon Valley--besides cofounding LinkedIn, he is on the board of Zynga, was an early investor in Facebook, and sits on the board of Mozilla--has written *The Start-up of You*, coauthored with Ben Casnocha. Its subtitle could easily be: "Hey, recent graduates! Hey, thirty-five-year-old midcareer professional! Here's how you can build your career today." Here is our brief chat about their book.

**Tom:** You're a serial entrepreneur and venture capitalist. Why did you feel the need to offer this message?

**Reid:** As you write in *That Used to Be Us*, our country faces enormous challenges. The path to the American Dream has changed. We wanted to focus on what *individual* professionals can do to survive and thrive in a flat world. The premise of the book is that all of us are entrepreneurs of our own lives. We must act as CEO of our careers, take control of our professional future, and become globally competitive.

**Tom:** Really? Anyone can be an entrepreneur? Really? Even me?

**Reid:** Not only *can* anyone be an entrepreneur, but they *must* be. Even you, Tom! Not everyone should start companies, but everyone must be the entrepreneur of his or her own *life*. The skills people need to manage their careers are akin to the skills of entrepreneurs when they start and grow companies. For example, entrepreneurs can both be persistent on a plan and flexible when conditions change. They take intelligent risk. They build networks of allies and tap those networks for intelligence on what's happening in the world. Silicon Valley's most innovative entrepreneurs possess unique skills--you can learn them and apply them, no matter your profession.

**Tom:** Who is the target audience for this book?

**Reid:** Jeff Bezos says that at Amazon.com "it's always day one." This is a book for people just starting out, and it's equally for people midflight in their career who need to reinvent, restart, or reimagine their career as if it were day one, as if they were in permanent beta. We think that's most people, and eventually everyone.

**Tom:** What does it mean to be in "permanent beta?"

**Reid and Ben:** Technology companies sometimes keep the "beta" label on software for a time after the official launch to stress that the product is not finished, so much as ready for the next batch of improvements. For entrepreneurs, *finished* is an F-word. Great companies are always evolving. *Finished* ought to be an F-word for all of us. We are all works in progress. Each day presents an opportunity to learn more, do more, be more, grow more in our lives and careers. You will need to adapt and evolve forever--that's permanent beta.

**Tom:** Why the urgency of *The Start-up of You*?

**Reid and Ben:** A billboard that once ran along the 101 highway in Silicon Valley summed it up pithily: "A million people can do your job. What makes you so special?" We wanted to give people tools to take control of their lives, without having to wait around for the government or a company to rescue them.

**Tom:** Is China going to eat America's lunch?

**Reid and Ben:** National competitiveness is really a reflection of the individual competitiveness of its citizens. The question for each American is, "Is a professional in China going to eat *your* lunch?" Some will be competitive, and some will not. And the distinction is not set in stone. Just look at Detroit. All of us need to have a plan for investing in ourselves every day.

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## Review

"Being an entrepreneur isn't really about starting a business. It's a way of looking at the world: seeing opportunity where others see obstacles, taking risks when others take refuge. Whatever career you're in or want to be in *The Start-Up of You* holds lessons for success."

**-Michael Bloomberg, founder of Bloomberg, L.P. and Mayor, New York City**

"Everyone, women and men alike, needs to think big to succeed. This is a practical book that shows you how to take control and build a career that will enable you to have real impact."

**-Sheryl Sandberg, Chief Operating Officer, Facebook**

"Forging a fulfilling career is one of the most important--and often, most difficult--challenges in building a happy life. *The Start-Up of You* is crammed with insights and strategies to help each of us create the work life we want."

**-Gretchen Rubin, author of the #1 bestseller, *The Happiness Project***

"The Startup of You" describes how to take the Silicon Valley approach to building a life: start with an idea, and work over your entire career to turn it something remarkable. In the world today, I think that the startup approach to life is necessary. This book distills the key techniques needed to succeed."

**-Jack Dorsey, co-founder of Twitter, co-founder of Square**

"This great book shows that entrepreneurship is really about taking control of your life, and you don't need a big startup to be an entrepreneur – you need personal responsibility and intellectual exploration."

**- Penelope Trunk, author, *Brazen Careerist***

"Silicon Valley revolutionizes entire industries through the way we work. It is now time to export our playbook to the rest of the world. The Startup of You is that key playbook: it will help you revolutionize yourself and achieve your own career breakout."

**-Marc Andreessen, co-founder Netscape; director at HP, Facebook, and eBay**

"A profound book about self-determination and self-realization. By capturing and universalizing the wisdom of successful start-up businesses, the authors provide an exciting blueprint for building a fulfilling career. Invaluable for any person who wants to be a successful entrepreneur not in a particular company but in the most important enterprise of all: one's own life."

**-Cory Booker, Mayor of Newark**

""The Internet has fundamentally changed the architecture of business and society. This terrific book shows you how to live, learn, and thrive in a networked world."

**-Joi Ito, Director, MIT Media Lab**

"Hoffman and Casnocha make a number of astute observations about shifts in the world of work.... As well as explaining network intelligence, or why your contacts' contacts may be the best source of leads about potential jobs...the book also gives numerous tips—including ones gleaned from the world of online dating—about how best to broker effective relationships.

**-The Economist**

"If you are starting a career, it is an excellent book for thinking through the practical issues you will face in branding yourself in what is becoming a more volatile and very different labor market"

**-Tyler Cowen, *Marginal Revolution*.**

"The same extraordinary vision and timing that enabled Reid to found LinkedIn is once again on display with his book "the start-up of YOU." His central thesis, that every individual can benefit from acting as the entrepreneur of their own life and career, has never been more important than it is in today's increasingly globalized, competitive, and networked world."

**-Jeff Weiner, CEO, LinkedIn**

"LinkedIn co-founder Reid Hoffman has pulled off something extraordinary in his book-writing debut. He has challenged a well-worn idea....and replaced it with something better."

**– Fortune**

#### About the Author

REID HOFFMAN is a world-renowned entrepreneur and investor. He is cofounder and executive chairman of LinkedIn, the biggest professional network in the world with 100+ million members. Previously he was executive vice president and on the founding board of directors of PayPal. He is also a partner at Greylock, a leading Silicon Valley venture capital firm. He is an early investor in over 100 technology companies, including Facebook and Zynga.

BEN CASNOCHA is an award-winning entrepreneur and author. He has written for Newsweek and appeared on CNN, the CBS Early Show, and Fox News. BusinessWeek named him one of "America's best young entrepreneurs." He has spoken to more than ten thousand students and businesspeople in countries around the world.

#### Users Review

##### From reader reviews:

**Helen McCleary:**

Information is provisions for people to get better life, information nowadays can get by anyone on everywhere. The information can be a know-how or any news even a problem. What people must be consider if those information which is inside former life are challenging to be find than now's taking seriously which one is acceptable to believe or which one the particular resource are convinced. If you have the unstable resource then you buy it as your main information it will have huge disadvantage for you. All of those possibilities will not happen inside you if you take The Start-up of You: Adapt to the Future, Invest in Yourself, and Transform Your Career as your daily resource information.

**Peggy Young:**

This book untitled The Start-up of You: Adapt to the Future, Invest in Yourself, and Transform Your Career to be one of several books in which best seller in this year, this is because when you read this guide you can get a lot of benefit in it. You will easily to buy this kind of book in the book retail outlet or you can order it through online. The publisher with this book sells the e-book too. It makes you more easily to read this book, as you can read this book in your Smart phone. So there is no reason for your requirements to past this guide from your list.

**Earnest Koontz:**

Your reading 6th sense will not betray you, why because this The Start-up of You: Adapt to the Future, Invest in Yourself, and Transform Your Career guide written by well-known writer whose to say well how to make book which can be understand by anyone who read the book. Written throughout good manner for you, leaking every ideas and publishing skill only for eliminate your own hunger then you still doubt The Start-up of You: Adapt to the Future, Invest in Yourself, and Transform Your Career as good book not merely by the cover but also by content. This is one book that can break don't assess book by its include, so do you still needing another sixth sense to pick this particular!?! Oh come on your looking at sixth sense already said so why you have to listening to one more sixth sense.

**Bernice Capps:**

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