

# [PDF] Career Renegade: How To Make A Great Living Doing What You Love

**Jonathan Fields - pdf download free book**

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**Books Details:**

Title: Career Renegade: How to Make

Author: Jonathan Fields

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**Description:**

**From Publishers Weekly** For all the corporate drones who feel drained and devalued by their jobs and long to pursue their passions, Fields, a high-powered attorney turned successful entrepreneur, offers a motivational and practical guide to starting your own business. The author tells his own story of corporate disillusionment and physical deterioration (capped by a stress-exacerbated heart attack, which he interpreted as his body literally rejecting his career) to a new life as a fitness entrepreneur. Fields moves beyond self-help rhetoric to proffer helpful, no-nonsense steps for aspiring business owners, acknowledging that career renegades must not only identify their own secret passion but must also translate it into a profitable and sustainable enterprise. In addition to sharing inspirational career renegade cases studies, such as Liv's Story, in which a frustrated artist

discovers a profitable niche decorating custom cakes, Fields provides pragmatic strategies for creating a realistic business plan, exploiting technology and employing affordable guerilla marketing. While the author does not spend much time addressing the financial risks, chances of failure or enormous commitment of personal energy and resources involved in entrepreneurship, he does provide an engaging firsthand look at the rewards in doing what you love for a living. *(Jan.)*  
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**From** Renegade in the title is appropriate, especially if readers are searching for a traditional career guide, which this is not. Instead, former high-powered New York City lawyer turned serial entrepreneur Fields leans heavily on the 75 percent of employees who are dissatisfied with their jobs. The first part involves discovering one's secret passion, via a few exercises. What makes the journey with this author worthwhile are his sections on determining the exact work path (yes, via research on the Internet) and on developing a business. The references and ideas will inspire; he also interviews quite a few renewed careerists, whether it's the tale of the young mother who started the Young Rembrandts franchise or an artist who found her passion in creating edible art through her family-owned Rivera Bakehouse. Part 3 zeroes in on honing online knowledge and creating an authority figure, via such social networks as MySpace or through blogging and word of mouth. --Barbara Jacobs

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