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**Organized into 5
digestible chapters,**

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You, Incorporated,
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**You, Incorporated,
Is a practical guide
to career success
that zeroes in on 3
essential concepts
that job-seekers,
career builders and
career changers
need to know: No
Job is Forever,
Employability
Equals Options, and
Your Career is Your
Business. Written by**

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a career transition
(with Career
expert who has
Transition
helped thousands
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find their own "job
Caldy)
utopias," readers
will find a down-to-
earth, accessible
approach to
becoming more
valuable to current
employers while
developing long-
term personal
competitiveness to

**Read PDF Your
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attract future
employers and seize
new opportunities!
Planning your
career just got
easier Very few of
us put much effort
into planning for the
kind of career we
want. Thinking
about where we are
going at work is
something we all
need to do**

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throughout our working lives. The nature of work and employment is always changing. When economic times are difficult, you need to show potential employers that you have something special to offer. You may also need to be more flexible in your

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plans. New kinds of jobs emerge all the time and many labour markets are becoming increasingly specialized. This means you need to find out more about the kinds of jobs that interest you, and you need to understand what employers are

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**looking for and how
people get these
jobs. By working
through a simple
series of steps and
exercises, you can
help yourself to be
clearer about what
you want, what your
options are, and
how to move
forward. Exercises
in each chapter will
help you build a**

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**information and
reflect on what you
are learning about
yourself and the
process of career
planning as you go
along. Planning
Your Career In A
Week looks at one
step in this process
of career planning
on each day of the
week: Sunday: What**

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**do you want from
work? Monday:**

**What kind of job
would you enjoy?**

**Tuesday: What are
you good at?**

**Wednesday:
Identifying your
career options**

**Thursday:
Collecting
information Friday:**

Making the choice

Saturday: Taking the

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first steps

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For new graduates,
the key challenge
remains how to
secure that first
career-related job.

Full of guidance and
tips on how to
handle the complex
field of job hunting,
Kick Start Your
Career can help
navigate an ever-
changing job market

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and secure your
chance at your
desired career. It is
a valuable
investment in your
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reader on how to:
stand out in job
applications; use
social media for job
searching; create
resumes and cover
letters that stand
out; succeed at

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interviews. It provides a practical, hands on, step-by-step approach. With an integrated Personal Plan that helps create key job search documents it directs soon-to-be graduates towards achieving their career aspirations. Accompanying online resources

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**include examples
and templates,**

which can be

downloaded in Word

format to help you

prepare resumes

and other job search

documents. This

book will help

graduates

progressively build

up job-hunting

resources – skills,

achievements,

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**resume, cover letter
and interview
responses – and
turn this into a
practical outcome: a
new job. It is a key
companion to any
student or recent
graduate exploring
the job market.
Taking the first
steps into your
career should be
one of the most**

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**exciting times in any
young person's life.**

Yet for many

**students and recent
graduates,**

**identifying the right
direction and**

**figuring out how to
get there can be**

**overwhelming, even
paralyzing. What's**

your dream job?

**What kind of culture
will you thrive in?**

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**How do you begin to
lay the path toward
a career that will
truly fulfill you?**

**Throughout your
academic journey,
every step has been
neatly planned out-
but now, the way
forward isn't so
clear. Through Ignite
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Holmes provides
you with the same**

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helped thousands of
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develop career
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giving you a clear
path forward. From
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for optimizing your
resume, to practical**

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advice on
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**networking, finding
the right company
culture, prepping for
interviews, and
negotiating offers,
this book is a step-
by-step guide you'll
return to again and
again.**

**Propel Your Career
Forward**

**Love Your Job
Strategies and**

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Ignite Your Career!
Live A Life You're
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Disrupt Your Career:
How to Navigate
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Transitions and
Thrive**

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hired, being
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thriving

professionally for
the 40 million
people of color in
the workplace—from
the CEO and
cofounder of
Jopwell, the leading
career advancement

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platform for Black,
Latinx, and Native
American students
and professionals.
Let Them See You is
a collection of
Braswell's straight-
talking advice and
mentorship for
diverse careerists,
from college
students to mid-level

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professionals. It's
also an invitation for
diversity champions
to listen in on the
guidance and

perspective Braswell
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particularly for
young diverse
workers—the

population that will
make up the

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majority of the US
workforce by 2030.
In Let Them See
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briefly chronicles
how the majority-
culture workplace
evolved and why it's
a business
imperative to have a
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workforce, and then

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explains how you
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can: · overcome not-
so-invisible
obstacles · create
perceived value · get
recognition · be true
to yourself at work ·
build a personal
brand · harness fear
of failure · embrace
uncomfortable
conversations, and ·

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drive diversity and
inclusion, whether
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in management In
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delivers all the
context, tactics, and
language you need
to let them see you.
The world of work
has changed. People
in previous

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generations tended
to pick one
professional path
and stick to it.

Switching
companies every few
years wasn't the
norm, and changing
careers was even
rarer. Today's career
trajectories aren't so
scripted and linear.

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Technology has given rise to new positions that never before existed, which means we are choosing from a much broader set of career options—and have even more opportunities to find work that lights us up. However, we

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don't discover and
apply for jobs the
same way anymore,
and employers don't
find applicants the
way they used to.

Isn't it about time
we had a playbook
for navigating it all?

Kathryn Minshew
and Alexandra
Cavoulacos,

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quick exercises and
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navigate the job
market and manage
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what school leaves
out, from how to
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the lifecycle of a

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simple instructions,
you'll learn to craft
an amazing resume
and ace your
interviews. In this
demanding, rapidly

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changing field, it can be challenging to keep projects on track, adapt to company needs, and manage tricky stakeholders. You'll love the insights on how to handle expectations, deal with failures, and plan your career path

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About the author
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Résumés and cover
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11. Deploying a
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15. Leaving your job
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especially
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job, we must pay

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uncertainty in a
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dominated by
turbulence and

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change, and it is directly impacting how people are entering—or re-entering—the workplace. But as Lindsey Pollak makes clear, the pandemic merely accelerated career and hiring trends that have been building. Changes that were once

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across all
industries. This
means that the old
job hunting and
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rules no longer
apply. Job seekers
of all generations
and skill sets must
learn how to thrive
in this "new

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normal," which will include a hybrid of remote and in-person experiences, increased reliance on virtual communication and automation, constant disruption, and renewed employer emphasis on workers' health

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someone who is
dissatisfied with*

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feels trapped in
their current
trajectory. What's
not always clear
is how they got
there or, more
importantly, how
we can avoid the
same fate as we
develop our own
careers. In a
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organization,
with the added
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is what separates
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professional role
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accomplishments.
After spending
the first 10 years
of his career*

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*climbing the
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decided to
change his
approach to
staying
employed.*

*Instead of looking
for jobs, they
would find him.*

*Jeff spent the
next 15 years*

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personal brand to
become a
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expert,
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practical book,
Jeff Gothelf
shares the tips,
tricks, techniques*

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*and learnings
that helped him
become Forever
Employable.*

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ensuring that no
matter what
happens in your
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then scale it to
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stream of income,*

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years, may have
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can adopt the
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keep you happy
and that might
just lead to
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every single
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Rekindle your
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motivation by
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distress and***

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*financial
impact."*

*Do you ever feel
sick of your job?*

*Do you ever envy
those people who
seem to*

*positively love
what they do?*

*While those
people head off
to work with a
sense of joy and
purpose, for the*

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*rest of us
trudging back to
the office on
Monday morning
or to the factory
for the graveyard
shift or to the job
site on a hundred-
degree day can
be an exercise in
soul crushing
desperation. "If
only we could
change jobs," we*

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***tell ourselves,
“that would
make it better.”***

***But we don't
have the right
education . . . or
we don't have
enough
experience . . . or
the economy
isn't right . . . or
we can't afford
the risk right
now. So we keep***

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***going back to the
same old
unsatisfying jobs.
The wonderful
truth, though, is
that almost any
kind of
occupation can
offer any one of
us a sense of
calling.
Regardless of
where we are in
our careers, we***

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*can all find joy
and meaning in
the work we do,
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zone flagger who
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executive who
believes that her
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resound with
anyone in any
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will show how
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roles. Fail, and you could irreparably harm your

career--and your organization. In his international

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Watkins has worked

with thousands of

leaders, helping them

to accelerate their

transitions. These

leaders posed

challenging questions

on how to apply the

basic principles in real-

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truth that emerged:

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framework can be

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It's Monday morning,
and you wake up at 6
AM; you didn't even
have your first cup of
coffee, and you
already feel the whole
week is going to be a
disaster. You know
you have to go to a
job you hate and
endure 40 hours of
torture. You are
doubtful whether you

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another week, and yet
you are stuck in this
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seen the future
when he wrote his
first book:

Repurpose Your
Career, A Practical
Guide for Baby
Boomers, he might
have called it Life
As You Know It Is
About to
Change...A Lot.
Since the 2008

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economic
downtown left
many Baby
Boomers unable to
retire, Marc
decided to use his
own experiences to
help others pivot to
a career that would
fulfill them for the
next 20 years. In
his second book,

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Repurpose Your
Career: A Practical
Guide for the
Second Half of Life

he addressed the
fact that the people
seeking him out
weren't all Baby
Boomers. Many in
Generation X were
also either
dissatisfied with

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their careers or

were being

displaced by

ongoing

technological and

social disruption.

Repurpose Your

Career third edition

responds to

another huge shift

in work: In this age

of disruption,

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digitization, and the
gig economy,
people need a new
mindset and
strategies to
become continual
learners, create
their own flexible
careers, and cope
with ageism. This
book helps them do
it. Miller's Career

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Pivot.com has
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been listed as a top
career site by
organizations
including Forbes
and Career
Sherpa, and his
strategies for a
career transition
have been featured
on Mashable, Life
Hacker, Money,

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Flexjobs and Sixty
& Me. His second
book was listed as
one of the best
career books of all
time by Book
Authority. A
"recovering
engineer," who
spent years
working at IBM,
Miller's own career

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journey started
when his bicycle
collided with a car,
nearly ending his
life. The experience
changed his
perspective on
what he was doing
with his time and
launched him on a
search for career
fulfillment, leading

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him to jobs including teaching in the inner city, fundraising for a non-profit, and working for startups. He decided to parlay his experiences- and his engineer's expertise at breaking big tasks

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into manageable
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steps-into helping
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others find long-
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lasting career
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fulfillment. Today,
though
unemployment is at
record lows for all
age groups,
employee
satisfaction
numbers have

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remained low.

Everyone wants a job that's meaningful and fulfilling to them as individuals, but few know how to evaluate an opportunity for those criteria. Instead, they focus on things like

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money and
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location, not
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realizing that more
impactful factors to
their happiness
might include how
much time they
interact with others,
whether the role
requires
multitasking or
single focus, and

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what level of
emotional support
they need.

Complicating
matters is the fact
that entire
industries can
virtually disappear
overnight and that
many people will
wind up doing a
series of jobs and

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side gigs rather
than having one
long-term role with
a single employer.

Every worker-
regardless of
age--needs to avail
themselves of
every opportunity
to learn and grow
rather than
expecting someone

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to train them. And
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they to look not for
a role to fill but a
problem to solve.

Written with
professional writer
Susan Lahey,
Repurpose Your
Career, the third
edition is not only
an easy read but
packed with

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practical information and specific action steps. It's the guidebook people in their 40 and beyond need to carry them into the next phase of life. An action-oriented guide to help anyone find their

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calling and achieve
their goals, inspired
by the author's
popular blog post
with the same title

The Career

Manifesto presents
an inspiring and
refreshingly simple
approach to finding
your passion and
purpose and then

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jumpstarting a
dream career to
achieve those, by
asking three
essential

questions: - What
do you want your
impact to be? -

What are the
potential pathways
that move you
towards your

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purpose? - How

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can you hold

yourself

accountable for

your goals? Award-

winning CEO of XO

Group and sought-

after speaker,

Michael Steib,

draws on his own

diverse work

experience and

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career highlights as well as powerful anecdotes from other successful business leaders to offer expert guidance, field-tested advice, and interactive exercises that will help you answer these three key

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questions, envision
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a goal and then
craft and execute a
plan to achieve it.

For young
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the essential way
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to build--and follow
through on--an
effective plan to
excel at whatever
job, project or
career goal you put
your mind to.

Probing the
ominous side of
career advice to
"follow your

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passion," this data-driven study explains how the passion principle fails us and perpetuates inequality by class, gender, and race; and it suggests how we can reconfigure our relationships to

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paid work. "Follow
your passion" is a
popular mantra for
career decision-
making in the
United States.

Passion-seeking
seems like a
promising path for
avoiding the
potential drudgery
of a life of paid

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work, but this
"passion principle"
—seductive as it
is—does not
universally
translate. The
Trouble with
Passion reveals the
significant
downside of the
passion principle:
the concept helps

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culturally legitimize
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and reproduce an
exploited,
overworked white-
collar labor force
and broadly serves
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segregation and
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Grounding her
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from college into
the workforce,
surveys of US
workers, and
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to explain why the
passion principle is
such an attractive,
if deceptive, career
decision-making
mantra, particularly
for the college

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educated. Passion-seeking presumes middle-class safety nets and springboards and penalizes first-generation and working-class young adults who seek passion without them. The ripple effects of this

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mantra undermine
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the promise of
college as a tool for
social and
economic mobility.

The passion
principle also feeds
into a culture of
overwork,
encouraging white-
collar workers to
tolerate precarious

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employment and
gladly sacrifice
time, money, and
leisure for work
they are passionate
about. And
potential employers
covet, but won't
compensate,
passion among job
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book asks, What

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Who gets ahead
and who gets left
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up only to be*

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over. Just the idea
of trading the
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unknown or
throwing away the
education and time
you've invested in
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*can plunge you
into a swirl of
indecision and
anxiety. But mixing
things up every
few years is an
increasingly
normal and cyclical
part of a healthy
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*existing ones by
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highly competitive
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navigating these
choppy waters.

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