



The New Rules of Work: The Modern Playbook to Finding the Perfect Career Path, Landing the Right Job, and Waking Up Excited for Work Every Day

Kathryn Minshew, Alexandra Cavoulacos

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Remember the days when, for the vast majority of workers, a job was (at best) a means to a paycheck and (at worst) total drudgery? When you had blindly to scour the web for generic job postings? When work was *actually* 9-5, five days a week, and your clients or your boss couldn't reach you unless you were in the same room, near a wall-installed phone? Or when a career trajectory was scripted and linear: find a good job at a stable company, impress your boss and climb the ladder, and after 30 or 40 years, ease comfortably into retirement?

My how the times have changed! Today, passion and purpose are the starting point for laying down the foundation of a meaningful, successful, long-term career. The web is rife with useful resources for job seekers, and we are connected to vast networks of people who bring us more information than ever. We are constantly just a text message away from work and being available 24-7 is the norm. Most of our careers will zig and zag; we will have many roles in many companies in our lifetimes—sometimes staying less than two years at the same job—and a large number of us may even venture out and start our own.

So why do most career advice books on the shelves today still offer advice tailored to the old way? The rules have changed: people don't discover or apply for jobs the same way, and employers don't find and evaluate applicants the same way either. Moreover, in a world where business is global, technology has given rise to niche positions that never before existed. Our career options have broadened more than ever.

If only we had a rule-book for navigating them all.

In this definitive guide to the ever-changing modern workplace, Kathryn Minshew and Alexandra Cavoulacos, the co-founders of popular career website TheMuse.com, show how to play the game by the New Rules. The Muse is known for sharp, relevant, and get-to-the-point advice on how to figure out exactly what your values and your skills are and how they best play out in the marketplace. Now Kathryn and Alex have gathered all of that advice and more in *The New Rules of Work*. Through quick exercises and structured tips, the authors will guide you as you sort through your countless options; communicate who you are and why you are valuable; and stand out from the crowd. *The New Rules of Work* shows how to choose a perfect career path, land the best job, and wake up feeling excited to go to work every day-- whether you are starting out in your career, looking to move ahead, navigating a mid-career shift, or anywhere in between.

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