

Sell Local Think Global 50 Innovative Ways To Make A Chunk Of Change And Grow Your Business

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Strategic Brand Management - Jean-Noël Kapferer 1994

"The art of building sales is, to a large extent, the art of building brands. After reading Kapferer's book, you'll never again think of a brand as just a name. Several exciting new ideas and perspectives on brand building are offered that have been absent from our literature".--Philip Kotler".An invaluable reference for designers, marketing managers and brand managers alike".--Design magazine.

Global Strategy - Mike W. Peng 2021-01-01

The world's best-selling global business strategy text, Peng's GLOBAL STRATEGY, 5E uses a reader-friendly approach to present strategic management from a truly global perspective. This edition emphasizes strategy around the globe using evidence-driven explanations with the latest research. A unique strategy tripod perspective presents three leading views - industry-based, resource-based and institution-based views - in each chapter. A conversational style emphasizes the story behind the stories, while timely debates address strategic issues, such as globalization versus de-globalization, offshoring versus non-offshoring and social media freedom of speech versus censorship. You also examine building an antitrust case against Big Tech and reducing income

inequality via corporate social responsibility (CSR). Strategy-in-action boxes, numerous chapter cases and brief, to-the-point integrative cases present current global topics. GLOBAL STRATEGY, 5E is available as a printed book or ebook. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Sell Local, Think Global - Olga Mizrahi 2014-11-24

"From Nielsen to grilled cheese trucks, this is a hands-on, idea-packed book for business people in search of growth." —SETH GODIN, author of Linchpin After years of sharing her small-business tips and marketing tricks with readers of her popular blog, ChunkOfChange.com, and column in the Long Beach Post, Olga Mizrahi has taken her message to the streets, urging business owners to focus in while reaching out. You'll be excited and motivated to clearly state your difference to the world—and your neighborhood—while confidently selling yourself and your business. Through 50 low-cost, do-it-yourself tips, Sell Local, Think Global will help you: Figure out what makes you and your business truly different. Discover the secrets of "SoLoMo" marketing, both online and off. Spruce up your Web and mobile presence by learning to love

analytics. Walk boldly into the future by embracing social media and customer reviews.

Business Periodicals Index - 2000

The Power - Naomi Alderman 2017-10-10

What would happen if women suddenly possessed a fierce new power? "The Power is our era's *The Handmaid's Tale*." --Ron Charles, Washington Post ****WINNER OF THE BAILEYS WOMEN'S PRIZE FOR FICTION**** One of the New York Times's Ten Best Books of the Year One of President Obama's favorite reads of the Year A Los Angeles Times Best Book of the Year One of the Washington Post's Ten Best Books of the Year An NPR Best Book of the Year One of Entertainment Weekly's Ten Best Books of the Year A San Francisco Chronicle Best Book of the Year A Bustle Best Book of the Year A Paste Magazine Best Novel of the Year A New York Times Book Review Editors' Choice An Amazon Best Book of the Year "Alderman's writing is beautiful, and her intelligence seems almost limitless. She also has a pitch-dark sense of humor that she wields perfectly." --Michael Schaub, NPR In *THE POWER*, the world is a recognizable place: there's a rich Nigerian boy who lounges around the family pool; a foster kid whose religious parents hide their true nature; an ambitious American politician; a tough London girl from a tricky family. But then a vital new force takes root and flourishes, causing their lives to converge with devastating effect. Teenage girls now have immense physical power--they can cause agonizing pain and even death. And, with this small twist of nature, the world drastically resets. From award-winning author Naomi Alderman, *THE POWER* is speculative fiction at its most ambitious and provocative, at once taking us on a thrilling journey to an alternate reality, and exposing our own world in bold and surprising ways.

Mass Affluence - PAUL AUTOR NUNES 2004

This is the first book to explain how the fundamentals of marketing strategy must change in response to this broad-based increase in wealth. The authors specifically addresses how to fine tune a mass marketing approach that captures the value created from greater consumer

affluence. After years of expensive and largely ineffective attempts at one-to-one marketing and other complex varieties of microsegmentation, the business environment is ripe for a switch back to the relative simplicity of a mass marketing mindset. Flouts conventional wisdom: the authors in-depth research uncovered that today's moneyed masses are completely different than the mass market of decades past in terms of how much they have to spend and what they are willing to spend it on. Reveals the mass marketing strategies a range of companies have already successfully used to hit pay dirt with products ranging from oral care to laundry detergent to exotic automobiles.

Sell Local, Think Global - Olga Mizrahi 2014-11-24

A popular blogger presents fifty marketing strategies for small businesses, which include such tasks as improving a website, using analytics, making an online video, and generating positive reviews.

St. Louis Commerce - 1992

What Great Service Leaders Know and Do - James L. Heskett 2015-09-01

Entire service businesses have been built around the ideas of Heskett, Sasser, and Schlesinger, pioneers in the world of service. Now they test their ideas against the actual experiences of successful and unsuccessful practitioners, as well as against demands of the future, in a book service leaders around the world will use as a guide for years to come. The authors cover every aspect of optimal service leadership: the best hiring, training, and workplace organization practices; the creation of operating strategies around areas such as facility design, capacity planning, queue management, and more; the use—and misuse—of technology in delivering top-level service; and practices that can transform loyal customers into “owners.” Looking ahead, the authors describe the world of great service leaders in which “both/and” thinking replaces trade-offs. It's a world in which new ideas will be tested against the sine qua non of the “service trifecta”—wins for employees, customers, and investors. And it's a world in which the best leaders admit that they don't have the answers and create organizations that learn, innovate, “sense and

respond," operate with fluid boundaries, and seek and achieve repeated strategic success. Using examples of dozens of companies in a wide variety of industries, such as Apollo Hospitals, Châteaufort, Starbucks, Amazon, Disney, Progressive Insurance, the Dallas Mavericks, Whole Foods, IKEA, and many others, the authors present a narrative of remarkable successes, unnecessary failures, and future promise.

Software Without Borders - Steve Mezak 2006

When everything goes right, you end up with high-quality software in half the time for a fraction of the cost. But over 50% of offshore outsourcing projects do not achieve their cost-saving goals or timelines . . . or just fail completely. The mistakes and missteps are costly and painful, but NOW you don't have to go there. This book shows you step-by-step how to make software development outsourcing work, from concept to completion. You'll discover how to: Choose the right vendor quickly and confidently? Stay in control of your outsourced software development project? Achieve on-time, on-scope, and on-budget results? Fiercely protect your intellectual property? Decide when to create a subsidiary for even greater savings

CIO - 1995-12-01

The Bulletin - 2006

Economic Lives - Viviana A. Zelizer 2013-03-24

Revealing the human side of economic life Over the past three decades, economic sociology has been revealing how culture shapes economic life even while economic facts affect social relationships. This work has transformed the field into a flourishing and increasingly influential discipline. No one has played a greater role in this development than Viviana Zelizer, one of the world's leading sociologists. *Economic Lives* synthesizes and extends her most important work to date, demonstrating the full breadth and range of her field-defining contributions in a single volume for the first time. *Economic Lives* shows how shared cultural understandings and interpersonal relations shape everyday economic activities. Far from being simple responses to narrow individual

incentives and preferences, economic actions emerge, persist, and are transformed by our relations to others. Distilling three decades of research, the book offers a distinctive vision of economic activity that brings out the hidden meanings and social actions behind the supposedly impersonal worlds of production, consumption, and asset transfer. *Economic Lives* ranges broadly from life insurance marketing, corporate ethics, household budgets, and migrant remittances to caring labor, workplace romance, baby markets, and payments for sex. These examples demonstrate an alternative approach to explaining how we manage economic activity—as well as a different way of understanding why conventional economic theory has proved incapable of predicting or responding to recent economic crises. Providing an important perspective on the recent past and possible futures of a growing field, *Economic Lives* promises to be widely read and discussed.

Digital Transformation and Innovation in Tourism Events - Azizul Hassan 2022-06-16

The pandemic has accelerated the digital transformation in tourism and there has been a surge in new, innovative digital initiatives to help tourism businesses. This book provides a comprehensive treatment of the nature of tourism, events and practices in the digital context. The book looks at how technology has transformed tourism in destination branding, marketing, content marketing, sustainable tourism development and tourism events. It examines the impact of digital transformation on emotions, experiences, information technology tools and marketing techniques. The book will be a useful reference to those researching on tourism, culture, hospitality and marketing and as well as destination planners, managers of tourism destination marketing organizations, regulators, standards and certification bodies, local tourism board authorities and policy makers.

Green is the New Black - Tamsin Blanchard 2013-05-09

For girls who care about global warming, and next season's hot looks, *Green is the New Black* is a must-have accessory. Does our shopping addiction contribute to climate change? What's so special about organic cotton? Who are the real fashion victims behind the £3 jeans? From the

truth about fast fashion to the best biodegradable shoes, from guilt-free spending sprees to the joys of swishing parties, Tamsin Blanchard is your guide to all things fairtrade and fabulous. She explains the principles of ethical fashion, from why it matters to how to do it. Offers tips for the aspiring green goddess: including how to knit your own scarf, seduction in eco-couture, the best places to shop for vintage sunglasses, and ethical bling. And includes fun facts and essential directories on every aspect of sustainable stylish living. With fashion secrets from celebrity friends, Green is the New Black is the chicest, greenest survival manual around. If you want to change the world, and your wardrobe, don't go shopping without it.

Public Pulse - 1995

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Don't go there. It's not safe. You'll die. And other more >> rational advice for overlanding Mexico & Central America - 2012

Your complete guide for overlanding in Mexico and Central America. This book provides detailed and up-to-date information by country. It also includes 11 chapters of information for planning and preparing your trip and 9 chapters on what to expect while driving through Mexico and Central America. Completed by the authors of LifeRemotely.com this is the most comprehensive guide for driving the Pan American yet!

The Economist - 1993

Invent It, Sell It, Bank It! - Lori Greiner 2014-03-11

NATIONAL BESTSELLER • From one of the stars of ABC's Shark Tank and QVC's Clever & Unique Creations by Lori Greiner comes a hands-on, nuts-and-bolts guide to getting a new product or company off the ground and making it a success. Turn your idea into a reality. Become your own boss. Make your first million. Achieve financial freedom. Lori Greiner shows you how. Invent It, Sell It, Bank It! is a hands-on, nuts-and-bolts guide to getting a new product or company off the ground and making it profitable. Sharing her own secret formula and personal stories along the

way, Lori provides vital information and advice on topics that can often intimidate, frustrate, and stump aspiring entrepreneurs. Offering behind-the-scenes insights into her experiences on ABC's Shark Tank and QVC-TV's Clever & Unique Creations by Lori Greiner, as well as valuable lessons learned from the mistakes and triumphs of her early career, Lori proves that, with hard work and the right idea, anyone can turn themselves into the next overnight success. Lori covers such topic as . . .

- Market research: Is your idea a hero or a zero? Don't be so fixated on the end result that you forget to make something that people actually want to buy.
- Product design: I have an idea, now what's next? From concept to prototype to final product: How do I make it and where do I start?
- Funding: Although loans, investments, and crowd-sourcing are great ways to access cash, first tap into your own resources as wisely as possible.
- Manufacturing: Seeing your final product roll off the assembly line is a magical moment, but there are things to watch out for so you get there in a cost-effective way.
- Protecting your idea: To patent or not to patent, and other things you can do to safeguard your idea.
- The secrets to selling successfully: You got the product made, now learn how to get people to buy it!

Local Regeneration Handbook - Andrew Maliphant 2017-10-09

Local regeneration, and action on local issues, is fundamental to the sustainability of local communities. This is especially the case in the UK, with the Government focus on such approaches as Local Enterprise Partnerships and neighbourhood development plans, and further devolution proposals in the pipeline. The Local Regeneration Handbook meets the needs of today's practising "regeneration workers", broadly including anyone from regeneration partnership or development project officers to housing association neighbourhood officers, parish councillors, or other active local citizens, who all share a concern for the wellbeing of the community where they live or work, and a need to work with others for the best possible future for that community. Containing practical advice, templates, and real-life case studies for different stages in local regeneration, including fundraising, partnership development and project management, as well as support for personal development,

and illustrations of key points by cartoonist Kipper Williams, this is an essential guide for anyone in local regeneration.

California Farmer - 2006

Seven Myths of Selling to Government - Lorin Bristow 2010-12-30
Government is the new growth market. B-to-B sales techniques just don't work. Learn the new rules for selling to all levels of government. This year, local, state, and federal governments will spend trillions of dollars on all sorts of goods and services. Don't miss out on your share of the pie. This practical how-to book will reveal secrets of star sales performers, showing you what really drives success in selling to local, state, and federal governments. Not a traditional "heavy" book on how to write proposals or access contract vehicles, *Seven Myths* is a lively, engaging, and sometimes irreverent resource geared directly to salespeople. It is derived from the authors' many years of experience selling millions of dollars in products and services to government agencies. Whether you are new to government sales, or a seasoned pro, you'll benefit from applying the lessons learned from this one-of-a-kind book, *Seven Myths of Selling to Government*.

Ghost Work - Mary L. Gray 2019

"A startling exposé of the invisible human workforce that powers the web--and how to bring it out of the shadows. Hidden beneath the surface of the internet, a new, stark reality is looming--one that cuts to the very heart of our endless debates about the impact of AI. Anthropologist Mary L. Gray and computer scientist Siddharth Suri unveil how the services we use from companies like Amazon, Google, Microsoft, and Uber can only function smoothly thanks to the judgment and experience of a vast human labor force that is kept deliberately concealed. The people who do 'ghost work' make the internet seem smart. They perform high-tech, on-demand piecework: flagging X-rated content, proofreading, transcribing audio, confirming identities, captioning video, and much more. The shameful truth is that no labor laws protect them or even acknowledge their existence. They often earn less than legal minimums for traditional work, they have no health benefits, and they can be fired at any time for

any reason, or for no reason at all. An estimated 8 percent of Americans have worked in this 'ghost economy,' and that number is growing every day. In this unprecedented investigation, Gray and Suri make the case that robots will never completely eliminate 'ghost work' and the unchecked quest for artificial intelligence could spark catastrophic work conditions if not stopped in its tracks. Ultimately, they show how this essential type of work can create opportunity--rather than misery--for those who do it."--Dust jacket.

Marketing Communications Management - Paul Copley 2007-03-30
Marketing Communications Management: concepts and theories, cases and practice makes critical reflections on the prime issues in integrated marketing communications and is designed to encourage the reader to stop and think about key issues. The author takes a managerial approach to the subject and provides a set of frameworks that facilitate both learning and teaching. A wide range of pedagogical features is included such as sample exam questions, 'stop points', vignettes, and case studies, and a summary of key points concludes each chapter. Most organizations need some form of marketing or corporate communications and this text is designed to service both practitioners and students undertaking formal study. The author addresses strategic and critical issues that dovetail with the current interest in marketing communications as reflected in the media, with particular emphasis given to advertising and sponsorship.

Global Culture - Diana Crane 2002

Contributors to the volume focus on such important issues as media imperialism, national identity, cultural policy, globalization of urban cultures, cultural production in a global context, free trade negotiations and agreements, the economic impact of cultural tourism, the impact of globalization on children's television, and the impact of Japanese culture in Asia.

A Hologram for the King - Dave Eggers 2013-06-04

A National Book Award Finalist, a New York Times bestseller and one of the most highly-acclaimed books of the year, *A Hologram for the King* is a sprawling novel about the decline of American industry from one of the

most important, socially-aware novelists of our time. In a rising Saudi Arabian city, far from weary, recession-scarred America, a struggling businessman named Alan Clay pursues a last-ditch attempt to stave off foreclosure, pay his daughter's college tuition, and finally do something great. In *A Hologram for the King*, Dave Eggers takes us around the world to show how one man fights to hold himself and his splintering family together in the face of the global economy's gale-force winds. This taut, richly layered, and elegiac novel is a powerful evocation of our contemporary moment--and a moving story of how we got here.

Making Your Net Work - Billy Dexter 2017-02-22

"Part of the network leadership series"--Cover.

The New Strategic Brand Management - Jean-Noël Kapferer 2012-01-03
Adopted internationally by business schools and MBA programmes, *The New Strategic Brand Management* is simply the reference source for senior strategists, positioning professionals and postgraduate students. Over the years it has not only established a reputation as one of the leading works on brand strategy, but also has become synonymous with the topic itself. Using an array of international case studies, Jean-Noël Kapferer covers all the leading issues faced by brand strategists today. With both gravitas and intelligent insight, the book reveals new thinking on topics such as putting culture and content into brands, the impact of private labels and the comeback of local brands. This updated fifth edition of *The New Strategic Brand Management* builds on its impressive reputation, including new information to enable students and practitioners to stay up to date with targeting, adding recent research and market knowledge to the discipline. With dedicated sections for specific types of brands (luxury, corporate and retail), international examples and case studies from companies such as Audi, Nivea, Toyota and Absolut Vodka; plus models and frameworks such as the Brand Identity Prism; it remains at the forefront of strategic brand thinking.

Global Dreams - Richard J. Barnet 1995-03

On globalization and world economy.

How to Sell Anything to Anybody - Joe Girard 2006-02-07

"The world's greatest salesman" reveals the spectacular selling

principles that have brought him to the top of his profession as he offers helpful advice on how to develop customer profiles, how to turn a prospect into a buyer, how to close the deal, and how to establish a long-term relationship with one's customers. Reprint. 25,000 first printing.

Atomic Habits - James Clear 2018-10-16

The #1 New York Times bestseller. Over 4 million copies sold! *Tiny Changes, Remarkable Results* No matter your goals, *Atomic Habits* offers a proven framework for improving--every day. James Clear, one of the world's leading experts on habit formation, reveals practical strategies that will teach you exactly how to form good habits, break bad ones, and master the tiny behaviors that lead to remarkable results. If you're having trouble changing your habits, the problem isn't you. The problem is your system. Bad habits repeat themselves again and again not because you don't want to change, but because you have the wrong system for change. You do not rise to the level of your goals. You fall to the level of your systems. Here, you'll get a proven system that can take you to new heights. Clear is known for his ability to distill complex topics into simple behaviors that can be easily applied to daily life and work. Here, he draws on the most proven ideas from biology, psychology, and neuroscience to create an easy-to-understand guide for making good habits inevitable and bad habits impossible. Along the way, readers will be inspired and entertained with true stories from Olympic gold medalists, award-winning artists, business leaders, life-saving physicians, and star comedians who have used the science of small habits to master their craft and vault to the top of their field. Learn how to: make time for new habits (even when life gets crazy); overcome a lack of motivation and willpower; design your environment to make success easier; get back on track when you fall off course; ...and much more. *Atomic Habits* will reshape the way you think about progress and success, and give you the tools and strategies you need to transform your habits--whether you are a team looking to win a championship, an organization hoping to redefine an industry, or simply an individual who wishes to quit smoking, lose weight, reduce stress, or achieve any other goal.

Billboard - 2002-11-30

In its 114th year, Billboard remains the world's premier weekly music publication and a diverse digital, events, brand, content and data licensing platform. Billboard publishes the most trusted charts and offers unrivaled reporting about the latest music, video, gaming, media, digital and mobile entertainment issues and trends.

Billboard - 1999-07-03

In its 114th year, Billboard remains the world's premier weekly music publication and a diverse digital, events, brand, content and data licensing platform. Billboard publishes the most trusted charts and offers unrivaled reporting about the latest music, video, gaming, media, digital and mobile entertainment issues and trends.

Etsy Excellence - Tycho Press 2015-06-23

The Ambitious Crafter's Guide to a Profitable Etsy Shop More than a marketplace, Etsy is a community--and being an active, informed member can lead to lucrative results. This book provides actionable steps to help shop owners engage the Etsy community in authentic ways that attract buyers and generate sales. The best Etsy shops stand out among the sea of sellers and a draw loyal customer base, but how they've done it isn't--and shouldn't be--a secret. In these pages, top Etsy sellers share the tools that have helped them, the changes they made that yielded positive results, and their best advice for achieving and sustaining a successful Etsy shop. Beyond sellers' words of wisdom, this book offers a roadmap all Etsy sellers can follow in order to:

- Choose keywords and tags to drive traffic to your Etsy shop
- Photograph your products for maximum appeal
- Create a unique Etsy shop that stands out
- Write winning product descriptions
- Price your goods appropriately
- Market your products effectively on social media platforms
- Maintain lasting relationships with your Etsy customers
- Diversify your Etsy product offerings

A New Way to Think - Roger L. Martin 2022-05-03

Named one of "10 Must-Read Career and Leadership Books For 2022" by Forbes The ultimate guide to the essentials of strategy and management, from one of the world's top business thinkers. Over a stellar career, Roger Martin has advised the CEOs of some of the world's most

successful companies. From the beginning, he noted that almost every executive he talked to had a "model"—a framework or way of thinking that guided their strategy and activities. But these models tended to become automatic, so much so that when one didn't work, the typical response was just to apply it again—with greater enthusiasm. Martin took a fresh, critical approach to helping. When company leaders came to him with fundamental questions—How do you decide where to play and how to win? What is the key to shaping and changing corporate culture? How can you design a successful, sustainable innovation process?—his first response was to break the spell of the current model with a memo articulating a new way to think about the problem at hand and a more powerful and effective way to successfully overcome it. Over time, these ideas worked their way into Martin's many Harvard Business Review articles. Now, for the first time, they appear together in A New Way to Think. With his trademark incisive intellect and clarity, Martin covers the entire breadth of the management landscape—illuminating the true nature of competition, explaining how company success revolves around customers, revealing how strategy and execution are really the same thing, and much more. Reading like a series of one-on-one sessions with one of the world's leading business thinkers, A New Way to Think is an essential guide for any current or aspiring business leader.

Knowledge Encyclopedia Planet Earth! - DK 2022-10-18

DK's best-selling, richly illustrated encyclopedia series explores planet Earth inside and out. Discover our planet-its place in space, its volcanoes, wild landscapes, deserts and oceans, hurricanes and earthquakes. What's inside Earth, and why is it so hot under the surface? How did our planet come about, and what did it look like in the beginning? How are mountains formed and why are forests important? What happens when glaciers melt and how can we stop climate change? Explore habitats and ecosystems-inside caves, among enormous redwoods, on the savannas, or deep down under the oceans. This extraordinary encyclopedia fuels your imagination with its jaw-dropping visual approach to explain anything from what keeps Earth in its place to the great diversity of plants, animals, and people who live here, how it is

changing and why it is unique. Knowledge Encyclopedia: Earth! covers everything you need to know about Earth in glorious technicolor detail alongside easy explanations and fun facts to spark young minds to find out everything about our planet and how it works. Part of DK's hugely successful Knowledge Encyclopedia series, this is the perfect accompaniment to the school syllabus and an essential addition to every family library.

How Cities Will Save the World - Ray Brescia 2016-06-03

Cities are frequently viewed as passive participants to state and national efforts to solve the toughest urban problems. But the evidence suggests otherwise. Cities are actively devising innovative policy solutions and they have the potential to do even more. In this volume, the authors examine current threats to communities across the U.S. and the globe. They draw on first-hand experience with, and accounts of, the crises already precipitated by climate change, population shifts, and economic inequality. This volume is distinguished, however, by its central objective of traveling beyond a description of problems and a discussion of their serious implications. Each of the thirteen chapters frame specific recommendations and guidance on the range of core capacities and interventions that 21st Century cities would be prudent to consider in mapping their immediate and future responses to these critical problems. How Cities Will Save the World brings together authors with frontline experience in the fields of city redevelopment, urban infrastructure, healthcare, planning, immigration, historic preservation, and local government administration. They not only offer their ground level view of threats caused by climate change, population shifts, and economic inequality, but they provide solution-driven narratives identifying promising innovations to help cities tackle this century's greatest adversities.

Trade Me Success Secrets 2nd Edition - Michael Carney 2007-11
Trade Me Success Secrets covers bidding strategies, behaviour and pitfalls for buyers, safe ways to trade to avoid being ripped off, how to search the thousands of listings for just what you want, and much more. It covers the selling process, tips to get your auction noticed and boost bidding, products to sell (and not to sell), Legal obligations and minefields, getting the product to the buyer, promoting and managing your Trade Me business, 101 products to start selling on Trade Me, and much more.

The Gig Is Up - Olga Mizrahi 2018-02-27

Win in a world of increasing choice by becoming the clear, unique fit. The gig economy is made up of project-based, or on-demand services, that can be provided by anyone. The common denominator in the gig economy is technology, so our modern online-lives provide the perfect marketplace for the ever-diversifying opportunities in the gig economy. By some estimates, 2020 will see half of all workers involved in the gig economy. Are we ready for this seismic shift in our work lives? Freelancers need to clearly answer "Why choose you?" so that they stand out in the new economy. Because all workers in the gig economy need to bluntly pose this question to themselves, *The Gig Is Up* is designed to answer this one key point head-on, giving readers innovative tools like Unique Value Proposition to confidently step up. *The Gig Is Up* offers the best boots-on-the-ground methods for success, by evolving the reader's perspective and process. Many books on the gig economy focus on letting people live out their dreams, instead of looking at the realities of what it truly takes to win in a world of increasing choice. People need to understand how to compete and how to put the best version of themselves up front and center. The goal in competing today is to not only be chosen, but to move toward becoming the only choice, over and over again