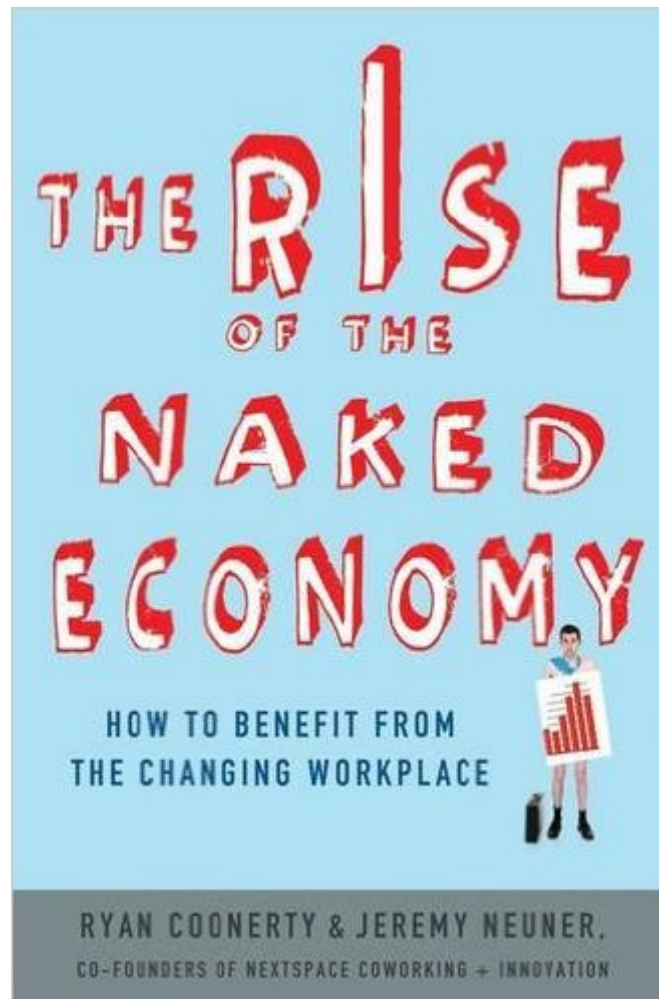


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# The Rise Of The Naked Economy: How To Benefit From The Changing Workplace



## Synopsis

What happens when work is no longer a place but a state of mind: when the trappings that have defined the economy as we knew it are stripped away and we start from the bare essence of what it means to make a living? From corner coffee shops to Fortune 500 companies, workers from all different backgrounds are creating a new reality and prosperity. *The Rise of the Naked Economy* shows readers how to achieve both personal and professional success in an economy that does not guarantee lifetime employment. Pioneers Coonerty and Neuner report from the front lines on the future of work. From the recently graduated to the recently laid off, this book covers how the rise in non-traditional employment calls for a new infrastructure, strategy, and attitude for workers, companies, and communities alike. Through interviews with the people, companies, and policymakers who are leading the change and already profiting from it, *The Rise of the Naked Economy* provides an optimistic, humorous, and inspirational vision for readers who want reclaim their lives and livelihoods.

## Book Information

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## Customer Reviews

What a waste. If you are looking for a how-to-ish book on career shifting, creating your own job in the new economy, this is NOT the book for you. Maybe I am used to repair books or the "How to for Idiots" series of publications which lay out concrete ideas and plans and strategies on accomplishing tasks or learning new skills and was basically expecting for \$\$ that I'd get some of that concrete info from this book. But no, it was very general and even the general info and

observations were nothing I haven't heard on CNN or even Glamour magazine (Hey girls the marketplace is changing!) I should have listened to the other reviewer but in seeing all the positive reviews (who must all be friends or business contacts with the authors) I figured it would have some good information I could glean from it. WRONG. Despite the "How-to benefit" contained in the title, I found this to be more an observational work punctuated by light anecdotes and some moderately topical references to new economy marketplace innovations. (and unfortunately like the other reviewer noted it started to feel like this work was as much about promoting the business venture of the author's as it was to actually help individuals launch themselves into the marketplace). I read the first chapter. And then halfway through the second I started just skimming the rest looking for anything helpful in a concrete way vs the relatively mindless fluff and observations that sounded educated and deep but didn't have much content beyond what you could find on a google search: "alternative working arrangements." Speaking of google searches, midway through the book I actually started to get kinda pissed and feeling had for shelling out some \$ on this and so did my own google search on who the author was.

(I wrote a full review of this book at [...] What follows is the main points why I give it 5 points.) I have had a lot of time this fall to do some reading and this was at the top of my list of must reads. I was not disappointed in the content. It reads easily with many anecdotes of successes found in a coworking space. With experience starting and operating a coworking space, the two have seen many wins and have had a chance to see how it benefits many points in the traditional and non-traditional workspaces. These two started with a vision. Provide a place that a person could work out of instead of a coffee shop and provide a collaborative, coworking space that works because the community shares in the successes, and help each other out. Need assistance? There is someone that either has the answer or knows the person that has the answer. It is in building on the success of NextSpace that Ryan and Jeremy figured out why it was working and they wanted to share their lessons with the world. They discuss varying topics of how the old paradigm of business development and management no longer works in today's economy. From discussing how freelancers are working together, to how hiring practices that encourage employing positions that are not truly busy or managing projects more stagnantly than today's technology encourages. Today's businesses have more ways to manage projects dynamically, outsourcing to a freelance or solo position that contracts for a simple task or a full project. With 30-45% of Americans working in a freelance or solo contractor, there is a lot full of prospective workers that can be dynamically added to your project and save on the bottom line. They also touch on the overhead of

having employees and the hidden costs.

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