



# **Creating You, Inc.: Entrepreneurship and Careers: How to Make a Real Difference and Succeed in a Radically Changing World**

*David L Willden*

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CREATING YOU INC. REVEALS - How to Create a Career or Business that You are Passionate About, Where You Can Excel, and Make a Real Difference. Written by a Senior Director at Rialto Consultancy. Rialto has helped thousands of leaders and hundreds of businesses to succeed throughout Europe since 2004. It helps executives to become great leaders and to advance their careers and assist businesses to experience breakthroughs from the strengths of their people. The key to your success will be to find a niche you are truly passionate about and one that you can excel at. It will also be important to become a known expert or thought-leader within your niche. The working world will look fundamentally different in the near-future from what it is today. We are just seeing the tip of the iceberg of changes coming our way. Business and the economy will become significantly more global, innovation will become even more paramount to business success, and collaborative technologies will become commonplace. You spend the prime of your life and your days focused on making a living. Your work plays a significant role in how you feel about yourself and the kind of person you become. It has a significant impact on your physical, emotional, mental and spiritual well-being. According to Gallup only 13% of employees are engaged in their jobs. That means that only one in eight workers feel they are making a positive contribution and are committed to their job and organization. This book helps you to understand important trends that are redefining careers, the economy and the world. These trends will open up exciting opportunities and shut-down opportunities for those who insist the future will be like the past. Creating You, Inc., helps you to: - Understand trends - Discover your ideal sweet spot - Understand what businesses will succeed and why - See what careers will be in high demand Moreover, book also helps you to: - Conduct market research - Discover how to become a thought leader - Learn how to develop compelling knowledge-based products and services - Understand key insights to help develop a successful marketing plan

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