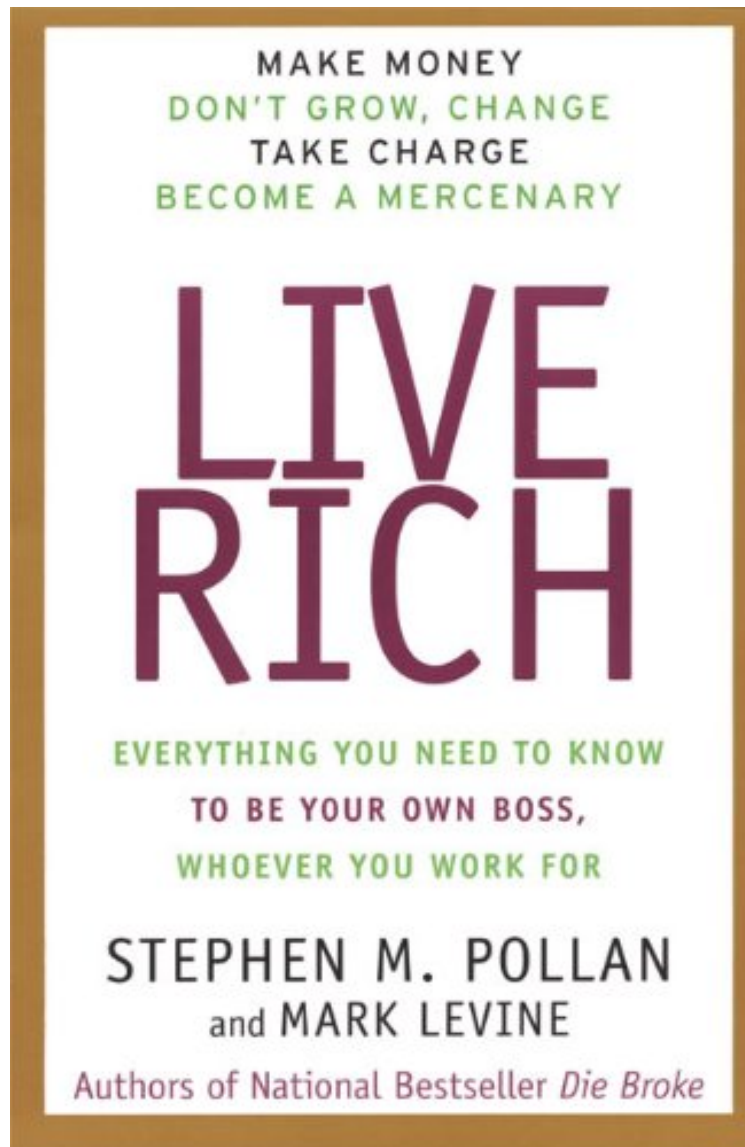


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## Live Rich: Everything You Need to Know To Be Your Own Boss

*Stephen Pollan, Mark Levine*

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**Stephen Pollan, Mark Levine : Live Rich: Everything You Need to Know To Be Your Own Boss** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Live Rich: Everything You Need to Know To Be Your Own Boss:

1 of 1 people found the following review helpful. Less than satisfying By A Customer I was disappointed overall in the book's content. Though I did pull out an occasional interesting bit of information, the book has a ring of arrogance to it which seems to be coming from the author's presumed knowledge in too many areas of life. I even found the fundamental concept at times to contradict other "lessons" he was trying to teach. 0 of 2 people found the following

review helpful. Not Worth Your Money Or TimeBy A CustomerSave your money on this one!!! Only the first 80 or so pages are useful. If you read the synopsis you will learn all you need to know. Don't expect the book to go into any more depth. I wasted my money on this one.0 of 1 people found the following review helpful. Createyourself came out of Live RichBy GordonI first read Pollan's Die Broke in 1997 and then Live Rich which lead me on my path to Create Myself. I share my experiences and beliefs on the new site of Createyourself.com as suggested by Pollan. Great information in both books.

Money can Buy You HappinessIn Die Broke Stephen Pollan introduced a new radical new strategy for spending, saving, and investing money in today's financial market.In Live Rich, he now concentrates on the earning side--with the compelling observation that living rich has less to do with net worth and everything to do with freedom. You can live the life you want by adhering to the four tenets of the Live Rich philosophy: Make Money Too many of us have been fed the line that "work isn't necessarily about making money." Tell that to Visa next time they send you a bill. Don't Grow, Change Be ready to change your work paradigm on a moment's notice, to morph from career to career several times as conditions--and you--change. Take Charge In the twenty-first century, you must become proactive and start taking measured risks. Become a Mercenary Think for yourself as a free agent, responsible for your own security and always on the lookout for the next great job.Live Rich With Stephen Pollan's revolutionary workplace ideals, as well as a detailed action plan, you can apply this philosophy to every facet of your life and truly Live Rich.

.com You've heard the career advice, "Do what you love and the money will follow." That's bad advice, according to Stephen M. Pollan and Mark Levine. The coauthors of the surprise bestseller Die Broke are back with another book of irreverent wisdom. Where Die Broke offered a fresh approach to dealing with money, Live Rich is full of equally original ideas about careers. Pollan and Levine advocate a kind of enlightened selfishness. Their first rule: work for yourself, even if you are someone else's employee. Identify your own best interests and pursue them aggressively. Be mercenary. And don't sacrifice money for work you love. For love, get a dog. Less cynical than they might first appear, Pollan and Levine are the savvy uncles you wish you had, who share their hardheaded street smarts without telling you what to do. The bulk of Live Rich is a compendium of tips on everything from hiring an accountant to picking stationery. Readers should come away with at least a few good ideas and perhaps with a changed perspective on the relation of work and life. --Barry MitzmanFrom Publishers WeeklyWith the same format and approach as the bestselling Die Broke, financial adviser Pollan here focuses on earning money rather than spending it. "To live rich" (which, he assumes, is "what we all want"), "you need to abandon the pursuit of meaningful work." That's a grim but perhaps rational way to approach our Brave New Employment World, and the rules are simple: make money (don't worry about emotional gratification at work); don't grow, change (avoid putting down roots at work); and take charge. Entrepreneurs must ensure that their businesses serve them, and employees must be mercenaries. The bulk of the book, as in Die Broke (also a collaboration with Levine), consists of short takes on relevant topics, some limited to entrepreneurs. Those topics include advertising (too broad to be efficient, he says), call waiting (it inevitably insults someone), equipment (lease rather than buy) and time management (offer estimates rather than deadlines). Cutting out social and personal elements makes work more efficient, Pollan declares. Readers happily heading out to lunch with co-workers might disagree. Copyright 1998 Reed Business Information, Inc.From Library JournalA sequel to their provocative Die Broke (HarperBusiness, 1998), the coauthors challenge old notions about loyalty to the firm and "self-actualizing" employment vs. working for money. They suggest that even if you have a boss, you should strive to be working for yourself. (LJ 10/1/98).Copyright 1999 Reed Business Information, Inc.