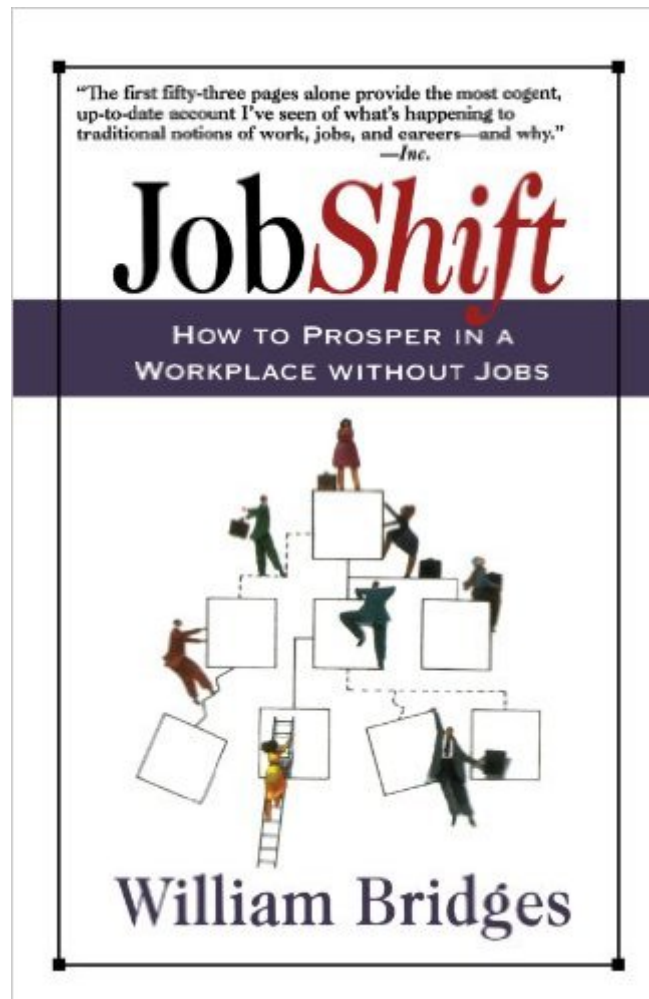


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# Jobshift: How To Prosper In A Workplace Without Jobs



## Synopsis

The source of Fortune's widely discussed cover story "The End of the Job," JobShift breaks open our traditional work world. For all employees, executives, and entrepreneurs it reveals the new employment realities and uncovers new opportunities. Read JobShift to understand how to generate secure work for yourself next year; and how we'll think about work for the next forty years.

## Book Information

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## Customer Reviews

I strongly recommend this book for those feeling overwhelmed by the current challenges in the job market. Bridges wrote the best-sellers "Transitions" and "Managing Transitions," and when not authoring has been a management guru for a couple decades. "Job Shift" serves as a primer for managing your own career in what he views as a fundamentally new career marketplace. The main thesis of his latest book is that our country, and indeed our world, is currently in the midst of the Second Great Job Shift. The first was caused by the Industrial Revolution, when people transitioned from village life to urbania. Along with this shift came a redefinition of the very meaning of the word, "job." In the village, it meant a task or project, generally of finite duration and paid fee-for-service if paid at all. (The etymology of the word "job" apparently goes back to "hauling dung.") In the Industrial Age, a "job" was actually a position in the hierarchy of a company, with a clearly-defined set of responsibilities and paid a salary. As long as one stayed properly within the confines of the job description, one could count on advancement up the organizational ladder. The current Second Great Job Shift, according to Bridges, is the Death of the Job, at least as it has been defined for the

past two hundred years. The Information Age is forcing companies to move and respond more quickly to shifts in markets while at the same time allowing increased automation of information processing. Companies are replacing the traditional corporate structure with project-oriented organization.

I first read this book some seven years ago as a text for a class intended to help graduating students prepare themselves for the world of work. Interestingly one of those graduates was intending to work in a start up business with digital cameras which he believed would emerge as the dominant force in the picture business. Probably telling the future is not a good business to be in. Here in Northern New Jersey everyone knew, and still knows, all about downsizing and organizational flattening and outsourcing. Since the collapse of the tech-bubble, many of those independent contractors are now looking for work and escaping the computer field altogether in the face of falling wage rates, excess supply and new entrants from college who expect a lot less! Revisiting this book gives one the opportunity to reexamine its claims and, not surprisingly, finds them lacking. To be fair, much of what the originator describes has come to pass but not in the way that he suggests. The main lesson that I come away with from this book is that markets are so powerful that the competitive environment determines the shape of the organization. Obviously, some would say but this is only half of the story. Combine the power of markets which is, after all, only the result of individuals exercising choices, with a proactive government and you get a pretty unstoppable force. If the dollar is high then imports are [inexpensive] as compared to domestic goods which puts intense competitive pressure on companies who then must cut costs. Add to the mix a policy of a free trade area as NAFTA and a competitive labor market and there is even more pressure on costs. Finally have a boyaant stock market and increased wealth and you have lots of venture capital looking for profit.

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