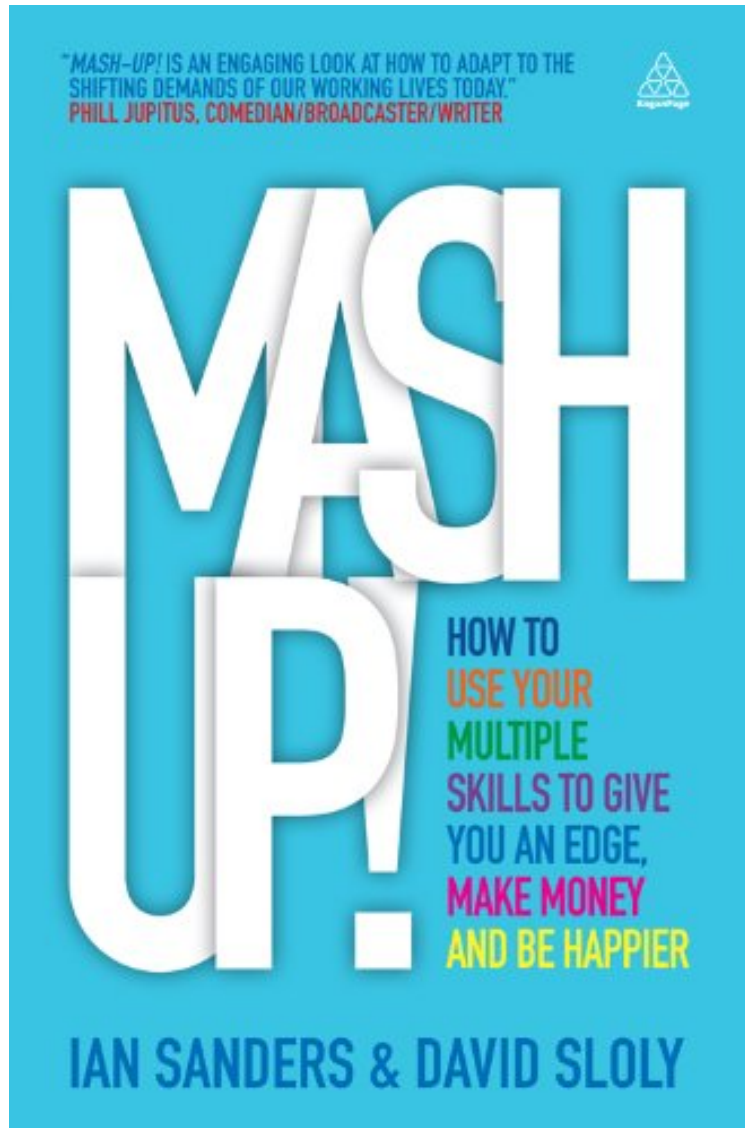


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Mash-up!: How to Use Your Multiple Skills to Give You an Edge, Make Money and Be Happier

Ian Sanders, David Sloly

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Ian Sanders, David Sloly : Mash-up!: How to Use Your Multiple Skills to Give You an Edge, Make Money and Be Happier before purchasing it in order to gage whether or not it would be worth my time, and all praised Mash-up!: How to Use Your Multiple Skills to Give You an Edge, Make Money and Be Happier:

3 of 3 people found the following review helpful. Practical, inspiring guide for anyone who thrives on a portfolio of projects
By Leslie Forman I loved this book. I recommended it to two people yesterday and figured I should

recommend it on .com too, where more people will see it. This is the most practical book I've ever read about how to build a career based on diverse interests and connections. My biggest take-away from the book is the added value that can come from overlapping lessons learned from client projects in completely different industries. I've realized that an important part of my own "mashalytics" is that I need to collaborate with people who value the overlap, rather than feeling threatened by it. The book has helped me come up with a stronger unifier: connecting global citizens. That's what I do, as a teacher, as a writer, as a student, and as a webmaster (among other things.) I also liked how this book emphasized how a masher can develop unusually valuable projects for established companies. I feel like this angle is often missing from books about unconventional careers, which seem to emphasize becoming an entrepreneur rather than consulting. I wish the book had written more about two factors: - taking care of your health and sanity while involved in many different projects- how to build a mash-up career across international borders... but perhaps I'll cover these angles in my own writing! This book is good. A must-read. 1 of 1 people found the following review helpful. Must read for anyone who for anyone who has multiple interests/careers/talents! By Abbie Mood I highly recommend this book for anyone who has multiple interests/careers/talents! Sanders and Sloly not only help you realize that you are far from the only person who struggles with balancing all these things, but how to use them all to your advantage. The main take-away I found in this book is that having multiple interests doesn't make you less desirable or "not able to focus or become an expert on one topic" but gives you an edge over other people in the changing world today. The key is to figure out how to find the common thread and use that to market yourself, which is what this book will help you do! I also really like how the chapters are short snippets of useful information and the case studies so you can see how other people are successfully putting their multiple skills to work! 0 of 0 people found the following review helpful. needs practical advice By Customer Gives me some encouragement, but I was hoping for some practical examples of how to market myself with the multiple skills and interests I have. Didn't find that at all.

Web developers did it to bring together multiple sources onto one internet page. Musicians and DJs followed by sampling songs from different genres to create new music. Now everyone is doing it: at work, at the weekends, in business. It's time for you, your business and your career to cash in on the mash-up. The days of being defined by a single job title are vanishing. In the new economy our core competences are increasing; we've gone plural, perfecting multiple skills that reflect the multiple talents we have to offer. Today we are witnessing the rise of the workplace 'mash-up' and the smart guys are creating new revenue streams with each new skill they add. At the same time they're making themselves highly desirable, better paid and carving out more fulfilling and authentic work lives. Mash-up! shows you how you can join in the game.

Executives, entrepreneurs and Generation Flux - defined by Fast Company as those with "a mind-set that embraces instability, that tolerates - and even enjoys - recalibrating careers, business models and assumptions." Sanders and Sloly use edgy language and hellip; drop some big names (qa's with Dave Stewart, formerly of the Eurythmics, and Kevin Roberts, CEO of Saatchi Saatchi) to introduce their big idea-'mashing' or 'going plural' with your talents is essential in this fast-moving world. The authors try to help readers identify the skills that give them the edge, understand what 'drives' them, and how to craft their story and promote marketable skills. hellip;[T]he message that employers today are seeking not specialists but workers with a range of talents and skills could help job seekers prepare and present themselves optimally." --Publishers Weekly "[A] fine, essential guidebook to living life on several levels and tells how to mash-up skills an interests by picking business ideas that support each other. hellip; It's a fine pick for any business holding." --California Bookwatch About the Author Ian Sanders helps businesses and entrepreneurs make their ideas happen. He launched his own business in 2000, specializing in the creative industries. He has contributed to BNET.com, Virgin.com, TomPeters.com and has spoken at the South by South West Interactive in Austin, Texas. David Sloly trained as a journalist with the BBC. Fired for humiliating a politician, he became highly sought after and was snapped up by the UK's first independent radio production company, where he created award winning content.