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Never Get a "Real" Job: How to Dump Your Boss, Build a Business and Not Go Broke

By Scott Gerber

John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, Never Get a "Real" Job: How to Dump Your Boss, Build a Business and Not Go Broke, Scott Gerber, Young serial entrepreneur Scott Gerber is not the product of a wealthy family or storied entrepreneurial heritage. Nor is he the outcome of a traditional business school education or a corporate executive turned entrepreneur. Rather, he is a hard-working, self-taught 26-year-old hustler, rainmaker, and bootstrapper who has survived and thrived despite never having held the proverbial "real" job. In Never Get a "Real" Job: How to Dump Your Boss, Build a Business, and Not Go Broke , Gerber challenges the social conventions behind the "real" job and empowers young people to take control of their lives and dump their nine-to-fives-or their quest to attain them. Drawing upon case studies, experiences, and observations, Scott dissects failures, shares hard-learned lessons, and presents practical, affordable, and systematic action steps to building, managing, and marketing a successful business on a shoestring budget. The proven, no-b.s. methodology presented in Never Get a "Real" Job teaches unemployed and underemployed Gen-Yers, aspiring small business owners, students, and recent college graduates how to quit 9-to-5s, become their own...


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