



Improse: Unconventional Career Advice from an Unlikely CEO

By Fred Cook

Agate Publishing. Paperback. Book Condition: New. Paperback. 192 pages. This year alone, 3.2 million US students will graduate from college. Unprecedented percentages of them will move back home, and many will be unable to obtain a job in their fields of study. A surfeit of workers pushes everyone down the totempolethose with graduate degrees get entry-level positions; undergrads will work as waitresses and baristas; and those with high-school educations often have the toughest luck of all. The pressure is on. Perhaps the key to escaping this cycle isn't more of the same but rather something completely different, which is exactly the point being made in *Improse: Unconventional Advice from an Unlikely CEO*. Written by Fred Cook, president and CEO of the award-winning PR firm GolinHarris, this is an inspiring story of how Cook followed an unusual yet fascinating path from young adulthood to the corner office. *Improse* melds learnings from a lifetime of uncommon experiences with insights from a surprisingly successful corporate career, as a means of inspiring workers mired in indecision and dimly lit prospects. Following college, Cook was initiated into the business world through a dozen enlightening jobs, including pool hustler, chauffeur for drunks, junior high teacher,...

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