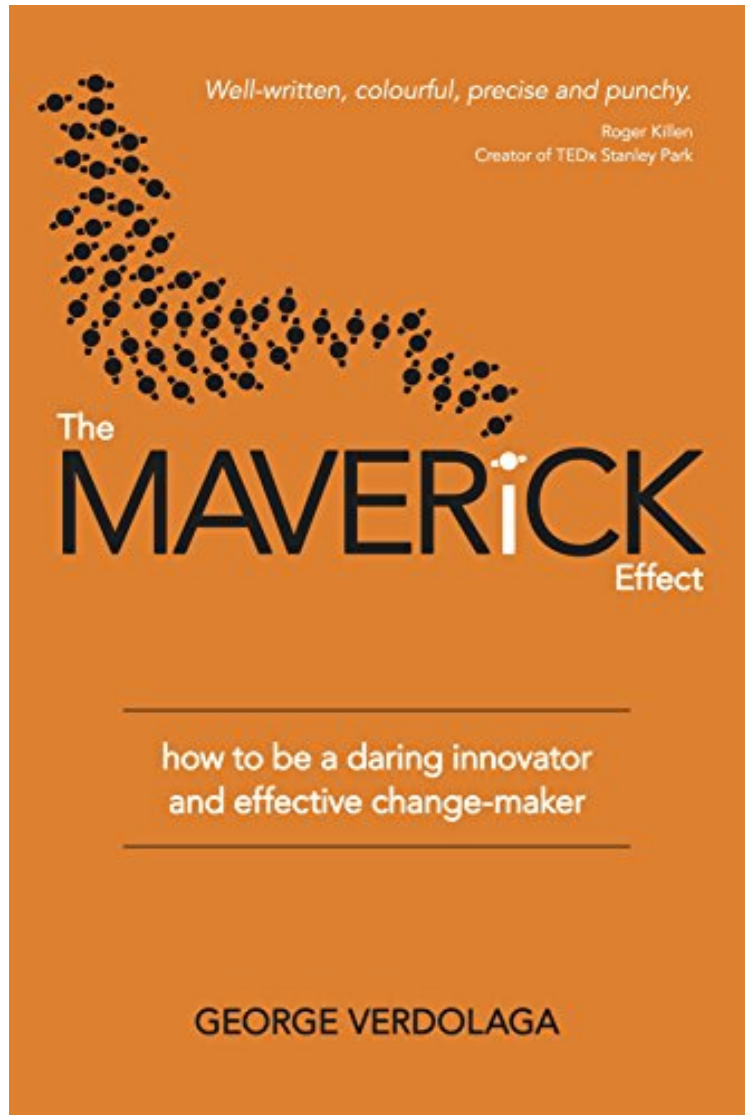


The Maverick Effect: How to be a Daring Innovator and Effective Change-Maker

George Verdolaga

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George Verdolaga : The Maverick Effect: How to be a Daring Innovator and Effective Change-Maker before purchasing it in order to gage whether or not it would be worth my time, and all praised The Maverick Effect: How to be a Daring Innovator and Effective Change-Maker:

0 of 0 people found the following review helpful. and goes on to explain why hipsters are seen as cool early onBy Tina PeriquetAn inspirational work that reflects the authorrsquo;s own life journey and lessons learned while practising what he preaches: maverickism.Engagingly written, it overflows with real-life anecdotes used as parables illustrating

the rewards and virtues of going against the current. The author starts by distinguishing mavericks from hipsters, and goes on to explain why hipsters are seen as cool early on, but tend to lose their coolness as time passes, while mavericks who gain respect tend to stay cool. He charts the rocky road of a maverick with the easy familiarity of one who has been there, and offers insights on how to deal with each bump in the road. Along the way, he gives useful advice on a variety of topics: how to deal with bullies, land a job during a recession, create a brand, build a loyal following, build leadership skills, and become an effective change agent. Thoughtful and provocative, the book is a good guide for those who see a need to break out of life patterns that they have been drummed into, and those who feel different, alien, or "outsider". After reading this book, one is left with a strong sense that outside may actually be the better place to be.

0 of 0 people found the following review helpful. To be a maverick .. timely and timeless

By Garry Soriano

The Maverick Effect made me see its relevance in today's pop culture (show business, fashion, technology, gadgets, etc) where it has never been so pervasive on a global scale, thanks to the Internet and social media. It's so easy to be consumed with all the latest and greatest, aspire to be the "hipster" we want to be, and just follow the trend. So, what? George poses the right questions .. what are our priorities? what are our values? Do we have to follow the trend all the time? Can we even challenge it and the naysayers of what we can do and who we can become? Seems easier said than done .. but I know that this book will constantly remind me : other people have gone thru far worse situations to become successful innovators and leaders in their own field/expertise, I can still take charge of what I want to do and what is right for me, my family, and career without the need for external recognition, and now is even more important to break out of my comfort zones if I want to lead for myself and for others. This is a must-read for everyone: very insightful and inspiring!

0 of 0 people found the following review helpful. Be your own leader to achieve your own success

By Kate Vale

If you need the kick in the pants to chart your own course, to go your own way, this is the book for you. The author tells you what to do and HOW, providing fascinating examples that make the point without being preachy. Too many self-help books, particularly in the business realm, set up rules that create boundaries to creativity. At least they do for me. Not this book. It opens the gates of what is possible if we listen to ourselves and then act on what we want to do, unbothered that we're not following those dratted rules or the well-worn paths others have trod and then stumbled on. Read it: you might just throw off the shackles that have been holding you back and run that race you've always wanted to win.

In business guru George Verdolaga's new guide to tackling life and business head on, he brings the focus onto people who embody the characteristics of a maverick. Mavericks are the change-makers and ground-breakers who set the trends that hipsters follow. As the business world continues to change, those who identify as outsiders can provide unique and invaluable perspectives, and with the right confidence can become innovative mavericks themselves. The Maverick Effect uses relatable and real-life examples to evaluate the traits, practices, and routines that make mavericks successful. Verdolaga provides comprehensible how-to advice, paving the path for anyone who has the drive to embrace the lifestyle of a maverick. Set yourself apart from the herd. Take the initiative, give back to your community, be different: and others will follow.

About the Author

George Verdolaga is a prolific author speaker. His two biggest passions are teaching and helping people get out of their own way so that they can reach their personal, career or business objectives as quickly and painlessly as possible. In 1999, George established Flowform Design Group, a residential interior design company. When the recession of 2008 hit the global economy, George saw many people get laid off and attempt to get back on their feet by blanketing the entire city with their resumes and getting no callbacks. As a result, George created the Sitting Pretty Home Study Course, based on his experience of successfully finding work in places like Manila, Milan, New York, and Vancouver in as little as 11 days by going through the back door and talking directly to decision-makers who had the power to hire him on the spot. After the 2008 recession happened, many 20- to 30-year company veterans found themselves out of work and unable to land a new job. As a result, George wrote The Contractor Lifestyle to show careerists how they can have jobs for life by adopting an entrepreneurial mindset while they work for other people. More recently, George created The Job Farmer, where he shares the most effective way to find work or get business clients by farming rather than hunting . George wrote his third book, called The Maverick Effect, to show potential innovators and change-makers that whatever hardships they re currently experiencing is simply preparation for the leadership role that they will assume later on in life