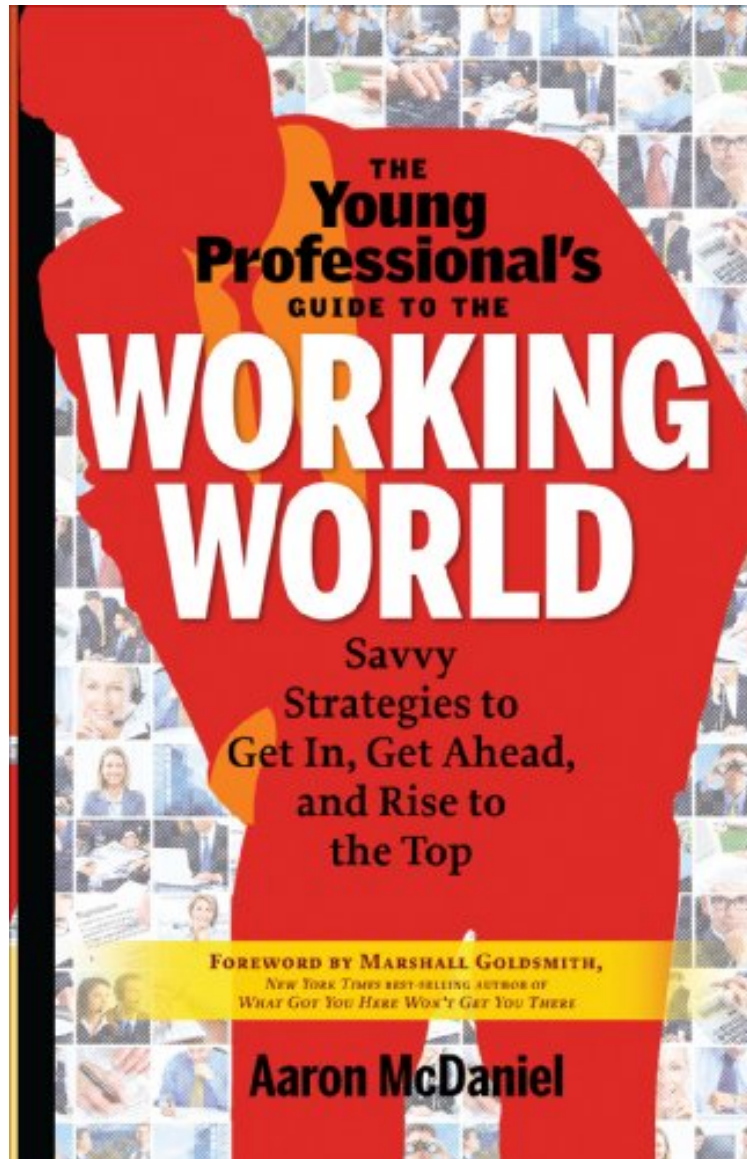


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## The Young Professional's Guide to the Working World: Savvy Strategies to Get In, Get Ahead, and Rise to the Top

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Aaron McDaniel, Marshall Goldsmith : The Young Professional's Guide to the Working World: Savvy Strategies to Get In, Get Ahead, and Rise to the Top before purchasing it in order to gage whether or not it would be worth my time, and all praised The Young Professional's Guide to the Working World: Savvy Strategies to Get In, Get Ahead, and Rise to the Top:

7 of 7 people found the following review helpful. The REAL guide to being a young professional By Paul Benjamin I pre-ordered this book based on the impression that Aaron McDaniel made on me during a talk he was giving at my company. He came to speak at a young professionals group and I was floored with his ability to connect with each and every one of us in the room (young old alike). His charisma and outspokenness are carried over into his new book gracefully, through the concise guide, he really paints the picture of what worked for him, what CAN work for anyone, and a framework of what the young (or young at heart) savvy professional should hold close to them to be successful in the real world. I really enjoyed how simple Aaron was able to make what college could not even teach. He uses thoughtful acronyms (just like the real world) and creative visual aids to drive home ideas and keep them at the forefront of your mind. If you read this book, I can guarantee that you will not be disappointed! You will have tons of "AH-HA" moments and you will find yourself being a better professional, no matter what you do. Enjoy! 1 of 1 people found the following review helpful. Great Practical Guide for New Grads By Joyce WI heard the author reading an excerpt from this book on NPR. I was intrigued with the NPR host's introduction that "more and more young people are finding out that the working world is totally different from college." I worked as an attorney in a large law firm for several years and couldn't agree more that school doesn't prepare you at all for the corporate working environment. I purchased the Kindle version of the book. Loved the fast-paced structure and the super short chapters -- a perfect structure for busy folks. The book is full of real examples from the author's experience while working in the corporate offices of ATT - anecdotes that definitely repeat themselves in every type of office. I wish I had this guide when I started working -- it would have definitely given me an edge over the other young associates in my office to have this around. My opinion is that this author truly understands today's professionals in their 20s, and gives out very candid and unbiased advice on the basics of success. I know that he is working on another book on managing/supervising - which is definitely applicable to me now, so I'll definitely be on the lookout for the next book in this series. 0 of 0 people found the following review helpful. Guide for professionals (of all ages) in the working world By Leona As someone in her early 30's who had a relatively late start to working in the "real world" because of graduate school, I needed to get up to speed fast. About a year ago, I had the chance to hear the author speak at an event and was impressed by the substantive content of his talk, the actionable advice he offered, and how well he connected with us through engaging stories and conversational tone. He was clearly passionate about his message and genuine about helping people navigate the working world and not making the same mistakes he had. There were many questions at the end (which I always take as a sign of a good talk) and it was obvious many of us in the room wanted to learn more from McDaniel. When I saw that he had written a book, I was curious to see what other advice he had to offer and was pleased to find that McDaniel's book was also very informative. The advice was thought-provoking and applicable without filler, fluff or rehash of the same ideas - unlike other career advice books I've read. As other reviewers have noted, the chapters are short and focused with interesting anecdotes to support his points. I think all readers would get something out of this book. Certainly it would help those who are just starting out in their careers but this book would be helpful for anyone who's in transition, starting a new job, or working with a new boss or team members. And for those managers or senior team members/leads out there, looks like McDaniel has a new book on management (The Young Professional's Guide to Managing: Building, Guiding and Motivating Your Team to Achieve Awesome Results) that just came out.

There are 80 million members of the Millennial generation. Each year more than 1.5 million of them enter the working world with little to no idea of how to succeed. While companies spend millions of dollars a year scrambling to learn more about them and adapt their work cultures to fit this generation, there are remarkably few resources dedicated to teaching these young people the traits and techniques that will help them succeed in an ever-changing and always-challenging corporate environment. The Young Professional's Guide to the Working World fills this void, offering relevant advice to young professionals seeking to build a strong career foundation. A fellow Millennial, McDaniel draws on personal experiences from the beginning of his own career to illustrate key lessons. The Young Professional's Guide to the Working World provides important insights on the topics essential to success within the first 5-10 years of any corporate career, including: The 25 attributes all successful young professionals should possess How to avoid being a DOPE (someone who Doesn't reach their Opportunity, Potential, or Earnings) How to create and implement a career development plan the right way.

About the Author Aaron McDaniel is a corporate manager, entrepreneur, public speaker, and community leader. McDaniel has held management roles in business development, strategy, marketing, customer service, operations, and sales at a top Fortune 500 company, being one of the youngest ever to serve as regional vice president and earning the honor of being part of the company's top 1% of sales leaders worldwide. Still in his 20's, he is also the founder of multiple entrepreneurial ventures, including e-commerce and mobile application development companies as well as The Spark Source, an online community that provides young professionals with advice and tools to build the foundation for successful careers. A graduate of UC Berkeley's Undergraduate Haas School of Business, McDaniel instructed a highly rated student-led course on leadership and has spoken at some of the nation's top corporations and

universities. Passionate about giving back, Aaron founded the Jill Wakeman Foundation for Equality and is an active community volunteer in San Francisco, where he lives.