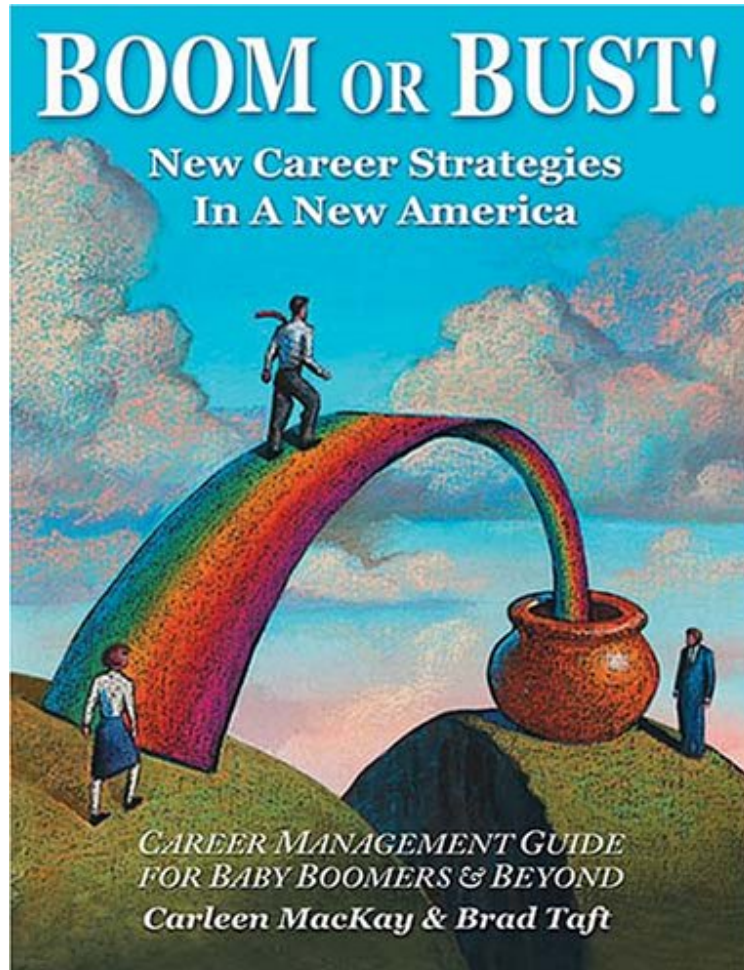


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Boom or Bust!

Carleen MacKay, Brad Taft

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Carleen MacKay, Brad Taft : Boom or Bust! before purchasing it in order to gage whether or not it would be worth my time, and all praised Boom or Bust!:

0 of 0 people found the following review helpful. Boom or Bust - a must read for boomers and othersBy Stan S. FelsI've just finished reading Boom or Bust! and now I'm going to review it again and fill out the worksheets. I found it to be a very inspiring and informative book. It's also a realistic book. The authors make the point that there are many options out there ,but you have to put some work into it to see what would work for you. Each person needs to study and analysis what they want to do and what they're good at doing and then see how they can combine that into a new career opportunity.2 of 2 people found the following review helpful. Outstanding for the Baby BoomersBy James LinkThis is the Baby Boomers version of Bolles What Color is my Parachutte. A must read for all career changers, those downsized and all others interested in career progression and growth. Kudos to the authors on this timely and fabulous book for the Boomers.Jim Link0 of 0 people found the following review helpful. A Career Guide for the Rest

of UsBy Steve L "Boom or Bust!" helped me in many ways to develop and implement a job search campaign. First of all, it led me to a better understanding of the changes in the workplace that have adversely affected my career and made me think about my orientation toward work in general. The exercises to prioritize my interests and, thereby, match them with my talents, caused me to examine my own thoughts and feelings about the type of work I really want to do going forward, and also reinforced some career deliberations I've had but have hesitated acting upon. The section on career options provides brief snapshots of alternatives to consider and gave me a starting point for my own research. The final section concentrates on marketing yourself and offers excellent tips on how to communicate your work experience to employers and referral sources. As a Baby Boomer, I appreciate the large paperback format and the legible type size. "Boom or Bust!" belongs on every mature worker's desk.

Boom or Bust!: New Career Strategies in a New America is the definitive career guide and workbook that assists Baby Boomers to understand the changes in the American workplace and to manage their mature careers in a world where traditional expectations have been dashed by the lightening-fast, changing realities of our economy. It tells mature workers what they need to know about working older in a new America and how to thrive in their maturity.

About the Author Carleen MacKay is the subject-matter expert on all aspects of the maturing workforce for Spherion, a leading staffing, recruiting and workforce solutions provider in North America. As Spherion's expert on 3rd careers, Carleen leads the development and delivery of a comprehensive suite of career transition and career management services for mature professionals. As a nationally recognized expert on developing the mature career, she is often quoted in the media and is always provocative in her responses to the press. Her purposeful lifework is based on the premise that experienced workers both need and want to continue working long beyond the traditional retirement age. Her roles as co-author of Boom or Bust!, writer/editor and producer of 3rd Careers - HOT TOPICS, a weekly newsletter for individuals seeking additional knowledge about this stage of their work lives, and an active career consultant fill Carleen's days with a sustainable state of fun that some people call "work." Brad Taft is the founder and president of Taft Resource Group, a career management and outplacement consulting firm. He has over 25 years experience in the employment and career consulting fields where he has developed, delivered and marketed executive search, career transition and organizational development services. His early career was in executive recruiting with firms including Korn/Ferry International. Brad then moved to the outplacement industry, where in addition to founding two of his own companies he held senior level consulting, management and marketing positions with three national firms. He received a B.A. in Speech Communication and a M.B.A. from the University of Southern California. An accomplished public speaker and writer on career and organizational issues, he has written numerous articles and has been quoted in various publications including the Wall Street Journal, Money, Los Angeles Times and the Employment Law Letter.