



Ten Ways to Survive the Corporate World

By Leon Gettler

Trafford. Paperback. Condition: New. 182 pages. Dimensions: 8.5in. x 5.5in. x 0.5in. Surviving the office world is a big challenge these days. Be prepared. Have fun. There is no such thing as a permanent job anymore. The future of work will be an increasing variety of contractual arrangements between a worker and an employer. We are now seeing the development of many hitherto atypical forms of employment, such as temporary agency work, fixed-term contracts, casual work, civil contracts, zero hour contracts, job sharing, on-call work, telework, and working from remote locations. The twentieth-century employment relationship was based on merging the needs of the manufacturing-oriented economy with mass production, full employment, collective behavior, and strong trade unions. All that has changed. Society is in upheaval, moving towards a knowledge-based economy. As a result, we have seen a progressive increase of individualistic behavior. People have now become brands. Welcome to the age of me. com, where there is a big focus on developing personal brands where people communicate what makes them unique and differentiated. This trend will prompt a clear change in where, when, and how people work. At the same time, it will enable organizations to be more agile and innovative. At...

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