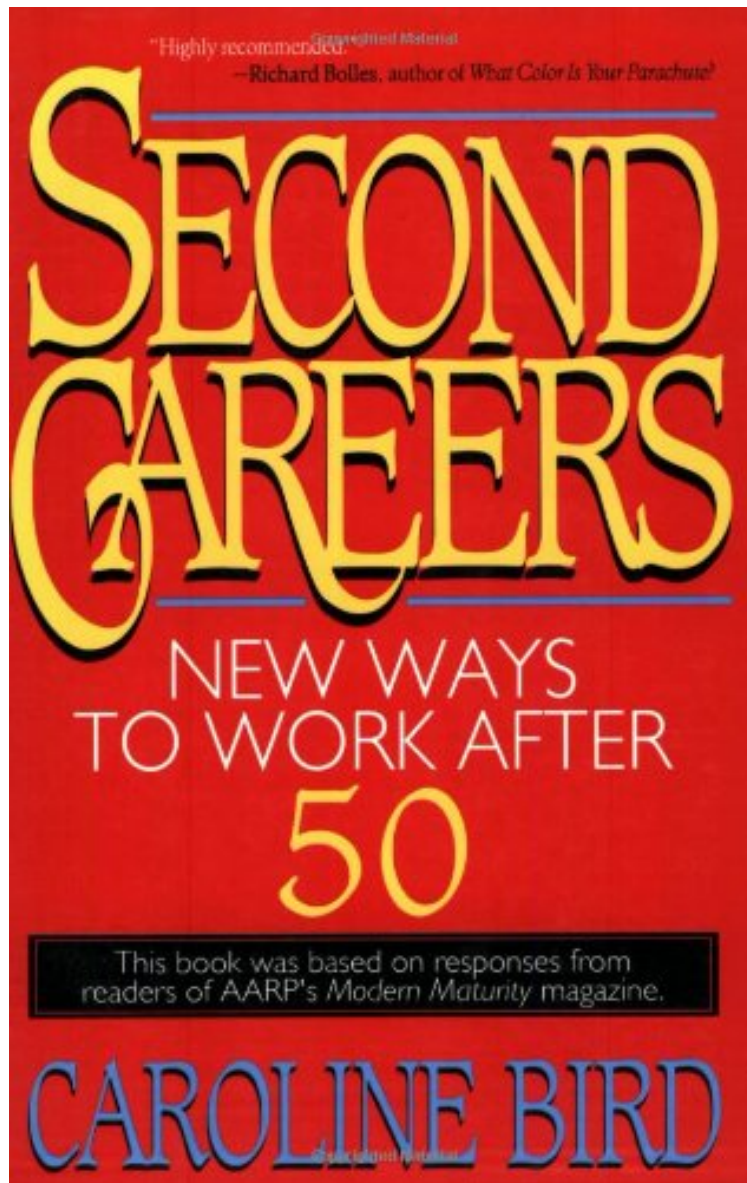


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Second Careers: New Ways to Work after 50

Caroline Bird

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Caroline Bird : Second Careers: New Ways to Work after 50 before purchasing it in order to gauge whether or not it would be worth my time, and all praised Second Careers: New Ways to Work after 50:

0 of 0 people found the following review helpful. Five Stars By Joyce Jackson good info. 1 of 2 people found the

following review helpful. Second CareersBy lilacIt is a good book, but not for me. I guess I am limited in the things I know/do, and therefore the book was not very helpful to me. I do think it will be helpful to others.17 of 37 people found the following review helpful. When It Comes to Career, 50 Can Be the New 20!By John R Koenig, Certified HypnotistWhen I turned 50, I had just sold a Rhode Island advertising agency I had founded to my partner. We had 14 employees, a couple of million dollars in business. And my buy-out gave me enough liquidity to take a breath and see what I wanted to do with the rest of my life. Kind of like a 20 year old don't you think? My question was once again "what did I want to be when I grew up?"I choose to re-activate a strong interest. Hypnosis and hypnotherapy. I was fortunate to have this and I imagine it would be harder without a passion other than one's primary work. But, I had been "practicing" hypnosis on a casual way for many years since I first became certified in 1979. And I had produced and marketing a hypnotic video and audio series as a part-time endeavor in the 1980s.Still it was quite a break to go from CEO/Creative Director of an advertising agency to hypnotist. But it is one I made gladly. And I have never looked back.I ordered this book from .com as research for a group I run "Out of Work but In Control" where I help people downsized by today's economy find new fits. I found it helpful and see that it could be inspiring for anyone in their middle years asking themselves the question "now what?".These are people for whom 50 has become the new 20. And this book can help them see what is possible and help with the steps on making the possible into the real. It offers some specific suggestions that you may not have thought about. The style is down-to-earth and practical. Let me know how it works for you.

Based on a survey of six thousand senior citizens by Modern Maturity magazine, this guide describes the rewards of embarking on a new career after age fifty, and provides detailed discussions of job-hunting strategies for a wide variety of occupations.

From Publishers WeeklyWhen social critic Bird (The Two Paycheck Marriage) ran a survey in Modern Maturity magazine about seniors engaged in second careers, she was stunned by the size of the response--more than 36,000 readers said that they were pursuing employment rather than retirement. This book, a combination how-to and overview of the second-career market, contains short chapters on why seniors should work and how they can discover a fulfilling second career, and an extensive resource list. The heart of the book is a compendium of 28 "job clusters" such as "The Money Business," "Your Own Business" and "Travel and Recreation." Within each cluster the author describes a variety of jobs, including second careers for people already in the field and niches for newcomers. Thus, an electrician looking to teach can search under both "Housing and Construction" and "Education." The book's appeal is its solid grounding in the real-world experiences and day-to-day lifestyles of mature adults who responded to the survey. The result is valuable not only to those over 50 but to anyone seeking a new career. Copyright 1991 Reed Business Information, Inc.From Library JournalSocial critic Bird provides a fresh perspective for those people 50 years old and older who desire to continue in the workplace for financial, social, physical, and emotional reasons. Using actual reader responses to an AARP Modern Maturity questionnaire, she offers the older worker a framework in which to examine basic life/work planning issues such as kind of work enjoyed, type of careers to consider, new skills, networking, resume writing, and age discrimination. Bird also provides data on the availability of jobs in the major professions. Each profession listed contains a description, options for experienced, retired workers, as well as options for newcomers to the field. The appendix lists thorough resources, and there is a pertinent bibliography. Recommended for popular collections.- Linda Malone, Univ. of Virginia, CharlottesvilleCopyright 1991 Reed Business Information, Inc.From the Back CoverThis practical guide analyzed the career switches of 6,347 people over 50 in nearly 300 occupations. As the only record of its kind, it has horizon-broadening suggestions for people of any age who want to switch to work that better fits their talents, interests, and current lifestyle. Hundreds of switchers tell why they moved, what they had to learn, how they got their present jobs, and what's good and bad about them.