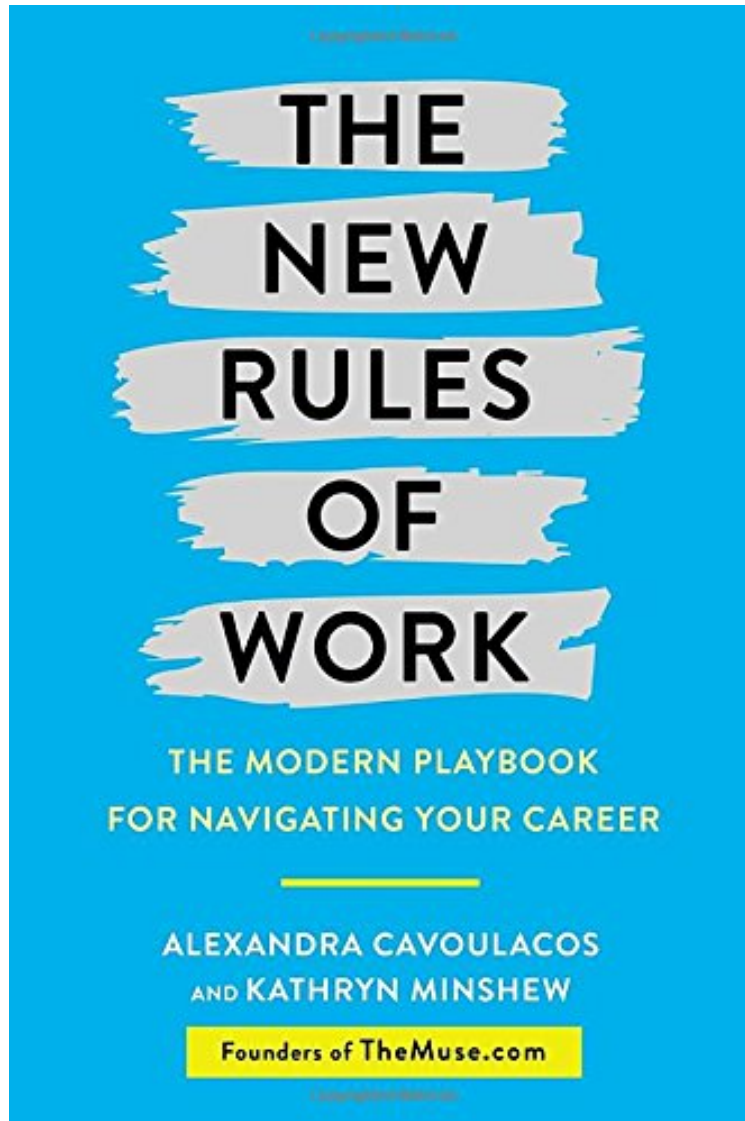


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The New Rules of Work: The Modern Playbook for Navigating Your Career

Alexandra Cavoulacos, Kathryn Minshew
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The world of work has changed. People in previous generations tended to pick one professional path and stick to it. Switching companies every few years wasn't the norm, and changing careers was even rarer. Today's career trajectories aren't so scripted and linear. Technology has given rise to new positions that never before existed, which means we are choosing from a much broader set of career options and have even more opportunities to find work that lights us up. However, we don't discover and apply for jobs the same way anymore, and employers don't find applicants the way they used to. Isn't it about time we had a playbook for navigating it all? Kathryn Minshew and Alexandra Cavoulacos, founders of the popular career website The Muse.com, offer the definitive guide to the modern workplace. Through quick exercises and structured tips, you will learn: The New Rules for finding the right path: Sift through, and narrow today's ever-growing menu of job and career options, using the simple step-by-step Muse Method. The New Rules for landing the perfect job: Build your personal brand, and communicate exactly how you can contribute and why your experience is valuable in a way that is sure to get the attention of your dream employer. Then ace every step of the interview process, from getting a foot in the door to negotiating your offer. The New Rules for growing and advancing in your career: Mastering first impressions, the art of communication, networking, managing up and other soft skills and make it obvious that whatever level you're at, you're ready to get ahead. Whether you are starting out in your career, looking to advance, navigating a mid-career shift, or anywhere in between, this is the book you need to thrive in the New World of Work.

In today's digital age, finding job listings and endless data about those jobs is easy. What's difficult is making sense of it all. Here, Muse founders Alexandra Cavoulacos and Kathryn Minshew give us the tools we need to navigate the modern job search and align our careers with our true values and passions. ARIANNA HUFFINGTON, bestselling author of *Thrive* and *The Sleep Revolution* Once upon a time, it was possible to succeed by following a script: develop skills, work hard, make connections, rinse and repeat. Not anymore. In an ever-changing world of work, The Muse.com has become a go-to resource for career advice. In this book, the founders have condensed years of The Muse's best tips all in one place. It's a user-friendly guide to finding and thriving in a job. ADAM GRANT, New York Times bestselling author of *Originals* and *Give and Take* In a world where required skill sets for any given job are constantly changing, and career curveballs are coming at us at a moment's notice, today's career paths look very different compared to ten or even five years ago. The New Rules of Work embraces this new reality, showing how constantly pursuing new experiences, skills, and networks helps us enhance our value in the workplace, expand our career options, and thrive in a world where change is the new norm. SALLIE KRAWCHECK, CEO and cofounder, Ellevest, and author of *Own It* The New Rules of Work brilliantly embraces the spirit of perpetual change in today's workforce, and demonstrates that the journey to success is about thinking for ourselves, rather than following a predetermined path. ERIC RIES, bestselling author of *The Lean Startup* "The founders of The Muse have written the new blueprint for every stage of your career. These New Rules of Work are not just about job search but also job discovery, which is why I invested in these women and why I'm excited for you to read this book. Get it for yourself or someone who needs to find their path." ALEXIS OHANIAN, cofounder, Reddit "To succeed in today's constantly changing work environment you could waste time, stress yourself out, and spin your wheels following the questionable advice of career experts who don't know anything about you or you could buy this book. Save yourself years of struggle: start with this book." CHRIS GUILLEBEAU, New York Times bestselling author and host of *Side Hustle School* "Cavoulacos and Minshew have really nailed the new dynamic of passion and purpose at work, while offering invaluable strategies for how best to achieve one's goals. Make sure to have a pack of post-it notes with you to tab pages that really resonate. There will be a lot of them!" CATHIE BLACK, former President, Hearst Magazines The Muse is constantly on the cutting edge of trends in the fast-changing world of work. Here, the Muse founders distill all their experience and expertise into an accessible guide that shows us how to navigate the new world of job hunting, career switching, and career advancement, and meanwhile also providing timeless career lessons and tools we can take with us as we evolve and grow. KARA GOLDIN, CEO, Hint Water "Alexandra Cavoulacos and Kathryn Minshew's book cuts through the career clichés and myths to pass on the information you need to help you identify and get the career you really want. It contains countless smart and practical tips you'll wish you'd known years ago. A must-read

for anyone serious about taking back control of their career. SJOERD GEHRING, Global Head of Recruiting, Johnson Johnson
About the Author ALEXANDRA CAVOULACOS is the Founder COO of The Muse.com, where she leads the Product and Operations teams, creating and launching new features weekly. Alex has spoken on WNYC and at SxSW and was named one of INC's 15 Women to Watch in Tech and Forbes 30 under 30. Prior to founding The Muse, Alex was a management consultant at McKinsey Company's New York office. She graduated from Yale University and is an alumna of Y Combinator in Silicon Valley. KATHRYN MINSHEW is the CEO Founder of TheMuse.com, a career platform and community helping 50+ million Millennials find inspiring careers at innovative companies. Kathryn has spoken at MIT and Harvard, has appeared on The TODAY Show and CNN, and contributes on career and entrepreneurship to the Wall Street Journal and the Harvard Business Review. She was previously named to INC's 35 Under 35 and Forbes' 30 Under 30 for two years in a row.