

"Yesterday's job security is GONE, and it's NEVER coming back!"

SelectBooks, Inc. is pleased to present...

EMPLOYED FOR LIFE!
AN INSIDER'S SECRETS FOR GUARANTEED EMPLOYMENT IN
OUR PERMANENTLY CHANGED WORKPLACE

by P. Anthony Burnham

LEARN "THE VALUE OF YOU," AND BECOME
EMPLOYED FOR LIFE!!!

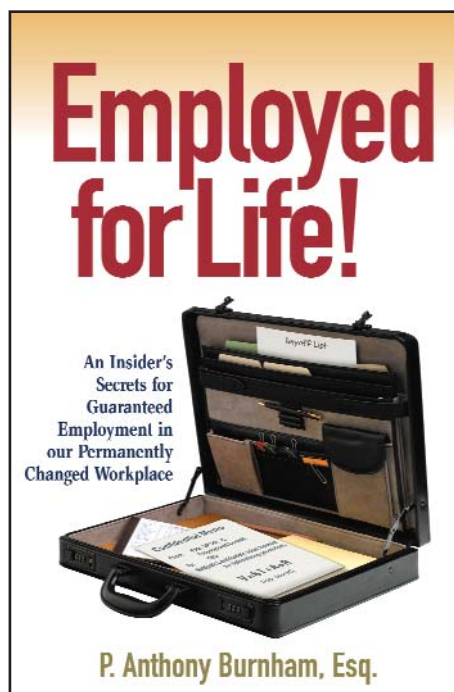
"All of the insight you need to thrive in today's changed workplace is entirely learnable and, like riding a bicycle, once learned, you'll never forget it."

Instability and turbulence characterize the modern American workplace. The collective impact of recession, foreign competition, corporate accounting scandals and global volatility has made it necessary for employers of various stripes to drastically reduce costs while maintaining, or even increasing, productivity. Most people are increasingly fearful about the security of their jobs as 'reduction of costs' invariably translates into layoffs, often affecting employees with years of experience under their belts.

All of this serves to reinforce the idea that yesterday's job security is gone, and it's never coming back. Where previous generations were able to get a job with one company, collect paychecks and retire on 20 years worth of pension benefits, contemporary employees can expect to spend only 2 to 3 years with each employer before moving on. And, despite expecting greater accountability and productivity from their workers, today's employers generally offer what amounts to 'temporary' work.

Author P. Anthony Burnham interjects some good news into the situation: that the new workplace is full of unparalleled promise - both for employees and employers. His book *Employed for Life* offers tips on:

- ✓ How to navigate the new American workplace
- ✓ How to turn the perceived disadvantage of the fluid workplace to your advantage
- ✓ How to take control of your own work product, regardless of the work environment, and thus "mind your own business"



An Insider's
 Secrets for
 Guaranteed
 Employment in
 our Permanently
 Changed Workplace

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In *Employed for Life*, Tony Burnham finds the common ground between employee and employer, showing the former how to remain marketable and relevant while acknowledging the needs of the latter. The most important step, in our results-focused business environment, is to take control of your work. "It is imperative that successful employees see themselves as a 'product' or 'business', and take concrete steps to think, act and perform accordingly."

Tony offers guidance by teaching the reader to consistently produce the sought after results in various work environments (thereby keeping him or her competitive) and offers the reader such valuable insights as:

- ✓ How to figure your workplace value using the Value Formula:
 $V = St + A + R$
- ✓ How to speak the language of the modern global workplace - Resultspeak - and why both employers and employees must be fluent
- ✓ The potential for win-win scenarios for employees and employers alike!!

Tony Burnham draws on over three decades of real-world experience on both sides of the corporate equation, and brings real-life examples to the table to illustrate his points. From the true story of the downsized laborer who calculated her 'Value' and became a freelance writer, to simple methods designed to help you figure your workplace value, find out why *Employed for Life* lives up to its title!