



The Economy of You: Discover Your Inner Entrepreneur and Recession-Proof Your Life

By Kimberly Palmer

Amacom. Hardback. Book Condition: new. BRAND NEW, The Economy of You: Discover Your Inner Entrepreneur and Recession-Proof Your Life, Kimberly Palmer, The biggest trend in business is the microbusiness! Handcrafted jewelry, artisanal eats, life coaching, app development, you name it - entrepreneurial side ventures are everywhere. Weary of pink-slip anxiety and the endless money squeeze, millions of people are taking the leap. They're adding to their incomes and creating safety nets in case the ax falls at work. In the process, they're unlocking their creativity and finding a sense of fulfillment they never dreamed possible. Financial columnist Kimberly Palmer illuminates the everyday faces behind this growing movement, starting with her own journey. Recognizing that journalism offers little job security these days - and with a baby to provide for - she decided to develop a series of financial planners. This supplemental business was soon providing a reliable income stream. The Economy of You recounts story after story of people who - like Kimberly - are liberating themselves from financial strain. A deli employee who makes custom cakes at night. An instrument repairman who sells voice-overs on his website. A videographer who started a profitable publishing house on the side. Interwoven in the...

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