

## Rework

*Jason Fried, David Heinemeier Hansson*  
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Rework shows you a better, faster, easier way to succeed in business. Most business books give you the same old advice: Write a business plan, study the competition, seek investors, yadda yadda. If you're looking for a book like that, put this one back on the shelf. Read it and you'll know why plans are actually harmful, why you don't need outside investors, and why you're better off ignoring the competition. The truth is, you need less than you think. You don't need to be a workaholic. You don't need to staff up. You don't need to waste time on paperwork or meetings. You don't even need an office. Those are all just excuses. What you really need to do is stop talking and start working. This book shows you the way. You'll learn how to be more productive, how to get exposure without breaking the bank, and tons more counterintuitive ideas that will inspire and provoke you. With its straightforward language and easy-is-better approach, Rework is the perfect playbook for anyone who's ever dreamed of doing it on their own. Hardcore entrepreneurs, small-business owners, people stuck in day jobs they hate, victims of "downsizing," and artists who don't want to starve anymore will all find valuable guidance in these pages.

.com Exclusive: Seth Godin's Rework Seth Godin is the author of Linchpin, Tribes, The Dip, Purple Cow, All Marketers Are Liars, and Permission Marketing, as well as other international bestsellers. He is consistently one of the 25 most widely read bloggers in the English language. Read his exclusive guest review of Rework: This book will make you uncomfortable. Depending on what you do all day, it might make you extremely uncomfortable. That's a very good thing, because you deserve it. We all do. Jason and David have broken all the rules and won. Again and again they've demonstrated that the regular way isn't necessarily the right way. They just don't say it, they do it. And they do it better than just about anyone has any right to expect. This book is short, fast, sharp and ready to make a difference. It takes no prisoners, spares no quarter, and gives you no place to hide, all at the same time. There, my review is almost as long as the first chapter of the book. I can't imagine what possible excuse you can dream up for not buying this book for every single person you work with, right now. Stop reading the review. Buy the book.--Seth Godin "Jason Fried and David Hansson follow their own advice in Rework, laying bare the surprising philosophies at the core of 37signals' success and inspiring us to put them into practice. There's no jargon or filler here just hundreds of brilliantly simple rules for success. Part entrepreneurial handbook for the twenty-first century, part manifesto for anyone wondering how work really works in the modern age, REWORK is required reading for anyone tired of business platitudes."--Chris Anderson, New York Times bestselling author of The Long Tail and Free House-husband, housewife, Fortune 500 CEO, cab driver, restaurateur, venture capitalist -- this is the book for you, a book of true wisdom, business wisdom, life wisdom. The clarity, even genius, of this book actually brought me to near-tears on several occasions. Just bloody brilliant, that's what!"--Tom Peters, New York Times bestselling author of In Search of Excellence, Thriving On Chaos and Leadership "If given a choice between investing in someone who has read Rework or has an MBA, I'm investing in Rework every time. This is a must read for every entrepreneur."--Mark Cuban, co-founder of HDNet and Broadcast.com and owner of the Dallas Mavericks "Inspirational... Rework is a minimalist manifesto that's profoundly practical. In a world where we all keep getting asked to do more with less, the authors show us how to do less and create more."--Scott Rosenberg, Co-Founder of Salon.com and author of Dreaming In Code and Say Everything "The brilliance of Rework is that it inspires you to rethink everything you thought you knew about strategy, customers, and getting things done. Read this provocative and instructive book and then get busy reimagining what it means to lead, compete, and succeed."--William C. Taylor, Founding Editor of Fast Company and coauthor of Mavericks At Work "...a Webby manifesto for post-recession success."--Newsweek "Jason Fried and David Hansson follow their own advice in REWORK, laying bare the surprising philosophies at the core of 37signals' success and inspiring us to put them into practice. There's no jargon or filler here just hundreds of brilliantly simple rules for success. Part entrepreneurial handbook for the twenty-first century, part manifesto for anyone wondering how work really works in the modern age, REWORK is required reading for anyone tired of business platitudes."--Chris Anderson, New York Times bestselling author of THE LONG TAIL and FREE House-husband, housewife, Fortune 500 CEO, cab driver, restaurateur, venture capitalist -- this is the book for you, a book of true wisdom, business wisdom, life wisdom. The clarity, even genius, of this book actually brought me to near-tears on several occasions. Just bloody brilliant, that's what!"--Tom Peters, New York Times bestselling author of IN SEARCH OF EXCELLENCE, THRIVING ON CHAOS and LEADERSHIP "If given a choice between investing in someone who has read REWORK or has an MBA, I'm investing in REWORK every time. This is a must read for every entrepreneur."--Mark Cuban, co-founder of HDNet and Broadcast.com and owner of the Dallas Mavericks "Inspirational... REWORK is a minimalist manifesto that's profoundly practical. In a world where we all keep getting asked to do more with less, the authors show us how to do less and create more."--Scott Rosenberg, Co-Founder of Salon.com and author of DREAMING IN CODE and SAY EVERYTHING "The brilliance of REWORK is that it inspires you to rethink everything you thought you knew about strategy, customers,

and getting things done. Read this provocative and instructive bookdash;and then get busy reimagining what it means to lead, compete, and succeed."--William C. Taylor, Founding Editor of Fast Company and coauthor of MAVERICKS AT WORKnbsp;"...a Webby manifesto for post-recession success."--Newsweeknbsp;