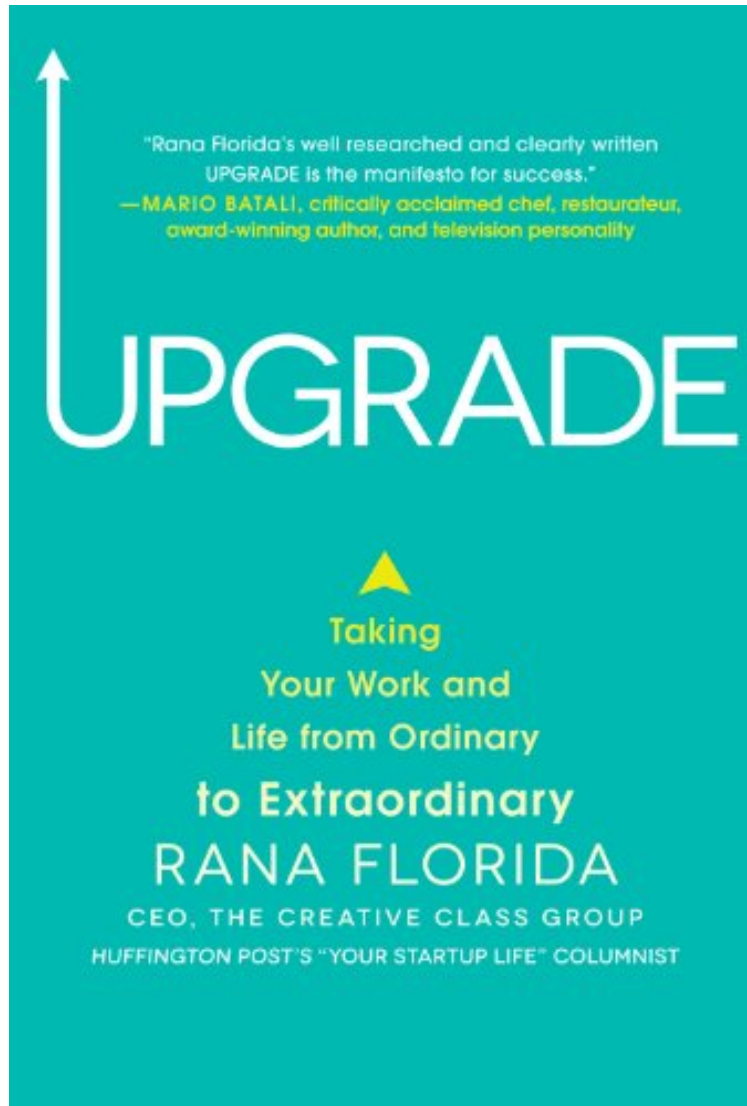


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Upgrade: Taking Your Work and Life from Ordinary to Extraordinary

Rana Florida

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Rana Florida : Upgrade: Taking Your Work and Life from Ordinary to Extraordinary before purchasing it in order to gage whether or not it would be worth my time, and all praised Upgrade: Taking Your Work and Life from Ordinary to Extraordinary:

2 of 2 people found the following review helpful. excellent food for thought - pick 1 thing to changeBy imaprivatepersonJust finished reading the book. Firstly, monster congratulations onpulling together such a persuasive, useful and readable book. Being anavid reader of all of this genre, it's sure to find aspace on everyone's

bookshelf. Personally, my key take-aways:- i'm ordering an exercise ball to sit at my desk.- given I'm moving office in 2 years, giving thought to the next work environment.- need to think more clearly about my team: how i cultivate their skills and offer a motivating vision that they're striving towards (beyond \$)- give more thought to the 'passion conversation'. I started this a couple years ago, but want to re-think- remembering to ask the girls what they failed at (in a good way) as they grow up- most importantly, giving real thought to the risks i'm NOT taking, understand way and do something about it...! 8 of 11 people found the following review helpful. Save yourself some time and money- don't buy or read By Amy I love reading books on business and self improvement. Usually the books I read come from authors with great credibility who have created businesses from scratch. Rana Florida tries to play up her "experience" but really has no credibility to build a foundation from. Her bio on Creative Class Group doesn't even mention what universities she attended for undergrad and MBA. The personal stories sprinkled throughout the book sound like a whiny acquaintance who tries to extrapolate her mediocre life into life-changing advice. Her "interviews" consist of on average 3 quotes from each of the important people. All I learned about Mario Batali was that he likes working in a team towards a common goal and that he was in the right industry at the right time. It's a very poorly written high school essay at best. If you're looking for something of substance and quality, please save yourself some time and money. Go to your local cafe, buy a copy of the Wall Street Journal, a coffee, AND a pastry (all for less than the \$13 Kindle price I paid) and you will get MUCH MORE helpful and substantial information. , if you can do refunds for greatly disappointing books, I would love a refund. And the part that chastised Yahoo for not allowing people to work from home anymore? If you're going to write about this little piece of news in a book, at least follow the story from beginning to end. Marissa Mayer looked at the VPN logs for remote workers and found that they weren't signed in for a good portion of the normal work week. Please, Rana, spare us all and don't write another book. 3 of 5 people found the following review helpful. useless chatter By A Parent Too! The most amazing thing about this book is that I bothered to finish it. The writer did not transform her life, she took a job with their already successful husband. There are no genuine lessons here. The only thing the writer got was my money. Done

The 7 Key Principles to achieving YOUR business and life goals What could a graffiti artist, eminent neurologist, star athlete, celebrity chef, fashion designer, rocket scientist, and Grammy Award-winning musician possibly have in common? In this groundbreaking new book, Rana Florida shares their formula, giving you the tools to achieve unimaginable success in work and life. Upgrade gathers the best practices, not just from CEOs and business executives but from entrepreneurs, innovative thinkers, and creative leaders. Upgrade includes interviews with Sir Ken Robinson, Dan Pink, Mark Cuban, Andre Agassi, Kenny Scharf, Zaha Hadid, Governor Martin O'Malley, Tory Burch, Tim Brown, and many other leading figures. Despite their vastly different backgrounds and skills, Florida's research concludes that there are seven key principles to achieving your business and life goals: Envision the future Find your passion Get creative Design your time Collaborate Take risks Embrace failure Unfortunately, this is exactly what the majority of us don't do. Instead of developing a real strategy to upgrade and optimize our lives, too many of us just slog through life in a state of "managed dissatisfaction." But it's never too late to envision an entirely different future—or to actively upgrade your life. It's not about finding more time, money, or resources. Anyone can do it. This smart and entertaining guide delves deep into each principle, giving you the insights, tools, and inspiration to take your life from ordinary to extraordinary. Praise for Upgrade "Why ride in coach, when you can upgrade? A must-read for a better journey through life." Don Tapscott, bestselling author, *Wikinomics* and *Grown Up Digital* "Upgrade is an a-ha book that will change how you look at life's challenges and give you tools to upgrade your life." Toureacacute;, cohost of *MSNBC's The Cycle* "Read Upgrade for its stories, examples, and strategies and get ready to live the life you always wanted." Frank Toskan, founder, M.A.C. Cosmetics "Creative and innovative strategies to upgrade your work and life, with seven simple principles." Tony Hsieh, CEO, Zappos.com, Inc., and New York Times bestselling author of *Delivering Happiness* "Rana's perspective on business and life is a fresh new take, breaking the traditional corporate mold. Upgrade is a must-read for anyone not buying into the conventional wisdom." Ali Velshi, CNN Chief Business Correspondent; anchor, CNN-I World Business Today; and host, CNN Your Money "Upgrade welcomes you to take a fresh approach to everything you do to get the most out of work and life." Nelly Furtado, Grammy Award-winning musician "If I'm going to listen to anyone's good advice about how to improve my approach to work and life, it's Rana's." Kate Betts, contributing editor, TIME, and columnist, The Daily Beast "Rana's voice is refreshing--as real as a memoir and a great vessel for this self-help and business book wrapped up in one easily-digestible package." Paper Magazine "A very interesting book." Business Learning Solutions

"[Rana's] interviews and own life experience manage to infuse the book with some unexpected and helpful touches." Paper 20131015 "In her new book, Upgrade, Rana Florida aims to provide readers with the tools to achieve success in work and life." Globe Mail 20131001 "This book will motivate you to get an Upgrade." Success 20130828 About the Author Rana Florida writes the Huffington Post column "Your Startup Life"; and is a regular HGTV

contributor. CEO of Creative Class Group, a consulting firm serving such clients as BMW, Starwood, IBM, Philips, Zappos, and Johnson Johnson, she has appeared on The Today Show and in The New York Times. Florida previously served as Senior Director of Communications and Marketing at HMSHost (Host Marriott Services), a \$2 billion dollar international organization in the travel industry working with hundreds of brands, such as Starbucks, Tumi, and Kenneth Cole. She was also Vice President of Corporate Communications for the world's largest producer of live family entertainment, Feld Entertainment, which owns Disney on Ice, Disney Live, the Doodlebops, and many other brands.