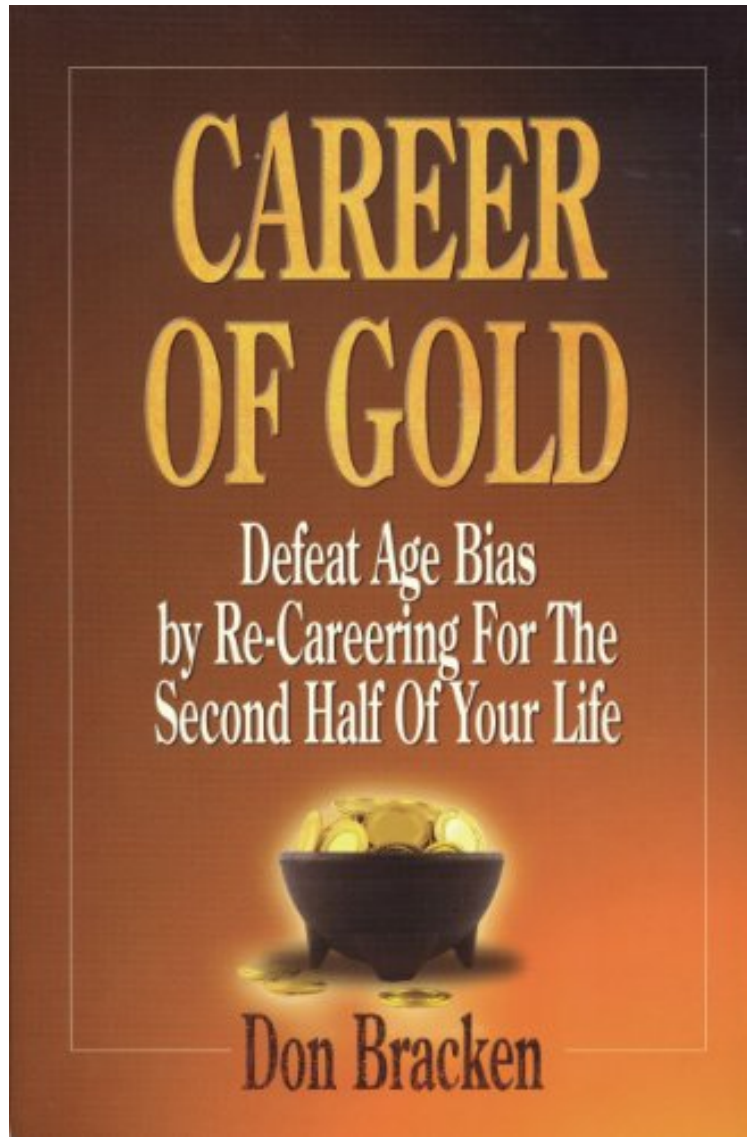


Career of Gold: Defeat Age Bias By Re-Careering For The Second Half Of Your Life

Don Bracken

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Don Bracken : Career of Gold: Defeat Age Bias By Re-Careering For The Second Half Of Your Life before purchasing it in order to gage whether or not it would be worth my time, and all praised Career of Gold: Defeat Age Bias By Re-Careering For The Second Half Of Your Life:

1 of 1 people found the following review helpful. Become self employed (Dated content)By RadEngrThis book really just tells you to go out and find a way to sale your skills. If you are not interested in making this leap, it is of minimal

value. It is interesting not to note that some of his hot areas have never really come to be. 2 of 2 people found the following review helpful. Lots of padding, little substance
By Helen Caswell
This is not a book about "Defeating Age Bias." It's a book with a few tips about how to develop your own business using online and other current multi-media techniques, just as he has done by self-publishing this book. Some chapters are five pages or less, and that may include a whole page with one inspirational quotation about goals, achievement, realization, or some such motivational topic. If you want to start a new business having to do with some form of information distribution, there is some good information spread through all the white spaces in this book. But if you are like most people who are just looking to change jobs late in life, this will not apply to you. Actually, someone taking Bracken's guidance to heart would probably just write a book nearly identical to this one. Like so many hucksters, the best advice he has to give is about how you can become another huckster.
5 of 6 people found the following review helpful. Practical, Straightforward Advice for Everyone
By Martyn Ryan
The idea of using your experience and knowledge to start a new career doing something you really like sounds too good to be true - which is probably what stops most of us from ever trying. Yet this book proves that we should try. Career of Gold provides down to earth advice on how to identify core skills which are very much in demand in today's changing world. The book then provides the tools and information to turn these valuable skills into real opportunities. It isn't easy but it's easier than you think. The book provides numerous examples of people who have tried and shows how using these techniques gave them the power to reorganize their careers successfully. People are living longer and the quality of life is continuously improving in that extended life. The Career of Gold is not a get rich quick scheme. However, most people will find it provides the information necessary to use their knowledge to find a career which suits their lifestyle and which they can enjoy and at the same time bring in extra income. The book deals head on with issues like age bias, gaining recognition for the knowledge you possess and using the internet as a gateway to the global marketplace. Career of Gold is a valuable resource for everyone over the age of fifty looking to restart or supplement their career. It also provides many useful links to resources which most people probably don't know exist.

George Foreman said of the book "Career of Gold is a knockout. It shows that you can be a champion of your world at any age." Career of Gold does just that. It cuts through all of the confusion and uncertainty of the fast paced changes of today and lays out a business plan or new career utilizing one's experience and emotional intelligence, the invaluable assets that often come together in the so-called "golden years."

"... an invaluable resource for launching a new career in the age of information." -- Mary Barrett, The Nashville News
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"Career of Gold is a knockout. It shows that you can be a champion of your world at any age." --George Foreman, Former Heavyweight Champion of the World, Businessman, Entrepreneur
"Career of Gold is worth its weight in gold. It addresses a problem that will loom large for many people and it shows those who are interested in working how to find their way in the fast moving world of technology." --Ross Perot, Presidential Candidate, Businessman, Author
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From the Publisher
Whether you want to keep your hand in something productive, you are eagerly anticipating this time to pursue your dream career or you wish to add to you financial security, Career of Gold will be an invaluable resource.
From the Back Cover
Use the knowledge you have gained to build the career of gold that will give you the security you will need for the much longer life you will be living. In this information age, the skills you have developed and the knowledge you have acquired is a commodity. Share what you know and receive the recognition, the fame and the financial security that goes with being recognized for your knowledge. What kind of knowledge? Any kind. No matter what your education. You have more wisdom, skills and knowledge than at any other time of your life. This book can help you use that to start a whole new phase of your professional life! And you need not feel alone when starting up. Expert help is available to guide you along. You Will Discover How To Increase your financial security and find fulfillment in helping others
Use your knowledge to become a recognized expert in your chosen field
Organize your knowledge into a saleable commodity
Identify the sources and technologies you will need to get started. Market and gain recognition for your knowledge. Take your career to the next level by getting endorsements for your knowledge
Connect with other people who have started a successful career of gold
Find other knowledgeable experts so you need not feel alone