

The Gig Economy The Complete Guide To Getting Better Work Taking More Time Off And Financing The Life You Want

Win in a world of increasing choice by becoming the clear, unique fit. The gig economy is made up of project-based, or on-demand services, that can be provided by anyone. The common denominator in the gig economy is technology, so our modern online-lives provide the perfect marketplace for the ever-diversifying opportunities in the gig economy. By some estimates, 2020 will see half of all workers involved in the gig economy. Are we ready for this seismic shift in our work lives? Freelancers need to clearly answer “Why choose you?” so that they stand out in the new economy. Because all workers in the gig economy need to bluntly pose this question to themselves, *The Gig Is Up* is designed to answer this one key point head-on, giving readers innovative tools like Unique Value Proposition to confidently step up. *The Gig Is Up* offers the best boots-on-the-ground methods for success, by evolving the reader’s perspective and process. Many books on the gig economy focus on letting people live out their dreams, instead of looking at the realities of what it truly takes to win in a world of increasing choice. People need to understand how to compete and how to put the best version of themselves up front and center. The goal in competing today is to not only be chosen, but to move toward becoming the only choice, over and over again

“With deep reporting and graceful storytelling, Sarah Kessler reveals the ground truth of a key part of the American workforce. Her analysis is both astute and nuanced, making *GIGGED* essential reading for anyone interested in the future of work.” —Daniel H. Pink, author of *WHEN* and *DRIVE* The full-time job is disappearing—is landing the right gig the new American Dream? One in three American workers is now a freelancer. This “gig economy”—one that provides neither the guarantee of steady hours nor benefits—emerged out of the digital era and has revolutionized the way we do business. High-profile tech start-ups such as Uber and Airbnb are constantly making headlines for the disruption they cause to the industries they overturn. But what are the effects of this disruption, from Wall Street down to Main Street? What challenges do employees and job-seekers face at every level of professional experience? In the tradition of the great business narratives of our time, *Gigged* offers deeply-sourced, up-close-and-personal accounts of our new economy. From the computer programmer who chooses exactly which hours he works each week, to the Uber driver who starts a union, to the charity worker who believes freelance gigs might just transform a declining rural town, journalist Sarah Kessler follows a wide range of individuals from across the country to provide a nuanced look at how the gig economy is playing out in real-time. Kessler wades through the hype and hyperbole to tackle the big questions: What does the future of work look like? Will the millennial generation do as well as their parents? How can we all find meaningful, well-paid work?

For many, the gig economy is part of everyday life. It affects how our food and groceries are delivered, our transportation options, and where we stay when we travel. But while apps like Uber tend to receive the most attention, this shift in the labor market manifests in many different ways. Essentially, it applies to anyone who forgoes traditional full-time employment for temporary or contract-based work. Your readers will experience a wide range of viewpoints that consider how the gig economy has developed, its advantages and disadvantages for both workers and consumers, and whether regulation could help ensure its growth is beneficial to all involved.

Unlock the hidden skills within your organization to keep your employees happy and engaged, improve your organization’s agility, and lower your costs. What if the talent you’re seeking to hire is already on your company’s payroll but going untapped? Employees often have

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capabilities and aspirations that go far beyond their current job descriptions. The Inside Gig will show you how to optimize and energize your workforce by deploying the skills of the employees you already have inside your firm across organizational boundaries. Written by thought leaders and practitioners in the future of work, this book will explain how to: Uncover the hidden skills within your workforce Create a new "Talent Operating Model" to uncover and cost-effectively match the right talent to real-time business challenges Apply machine learning and AI to managing the allocation of resources across departments Bust the "functional silos" in your company to create agile, collaborative teams Improve employee retention by offering employees the opportunity to expand their careers within your organization rather than leaving in search of new challenges In a rapidly changing economy that demands the constant reskilling of workers, the future belongs to companies that can access and deploy talent quickly and efficiently. Read The Inside Gig to start gaining your competitive edge today.

Measuring innovation is a challenging task, both for researchers and for national statisticians, and it is increasingly important in light of the ongoing digital revolution. National accounts and many other economic statistics were designed before the emergence of the digital economy and the growth in importance of intangible capital. They do not yet fully capture the wide range of innovative activity that is observed in modern economies. This volume examines how to measure innovation, track its effects on economic activity and on prices, and understand how it has changed the structure of production processes, labor markets, and organizational form and operation in business. The contributors explore new approaches to and data sources for measurement, such as collecting data for a particular innovation as opposed to a firm and using trademarks for tracking innovation. They also consider the connections between university-based R&D and business start-ups and the potential impacts of innovation on income distribution. The research suggests strategies for expanding current measurement frameworks to better capture innovative activity, including developing more detailed tracking of global value chains to identify innovation across time and space and expanding the measurement of innovation's impacts on GDP in fields such as consumer content delivery and cloud computing.

Management & Workplace Culture Book of the Year, 2020 Porchlight Business Book Awards A Publishers Weekly Fall 2020 Big Indie Book The dark side of the gig economy (Uber, Airbnb, etc.) and how to make it equitable for the users and workers most exploited. When the "sharing economy" launched a decade ago, proponents claimed that it would transform the experience of work--giving earners flexibility, autonomy, and a decent income. It was touted as a cure for social isolation and rampant ecological degradation. But this novel form of work soon sprouted a dark side: exploited Uber drivers, neighborhoods ruined by Airbnb, racial discrimination, and rising carbon emissions. Several of the most prominent platforms are now faced with existential crises as they prioritize growth over fairness and long-term viability. Nevertheless, the basic model--a peer-to-peer structure augmented by digital tech--holds the potential to meet its original promises. Based on nearly a decade of pioneering research, After the Gig dives into what went wrong with this contemporary reimagining of labor. The book examines multiple types of data from thirteen cases to identify the unique features and potential of sharing platforms that prior research has failed to pinpoint. Juliet B. Schor presents a compelling argument that we can engineer a reboot: through regulatory reforms and cooperative platforms owned and controlled by users, an equitable and truly shared economy is still possible.

Today, more than a third of Americans are working in the gig economy--mixing together short-term jobs, contract work, and freelance assignments. For those who've figured out the formula, life has never been better! You, too, can learn how to embrace the independent and self-sufficient world of freelance! The Gig Economy is your guide to this uncertain but ultimately rewarding world. Packed with research, exercises, and anecdotes, this eye-opening book

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supplies strategies--ranging from the professional to the personal--to help you leverage your skills, knowledge, and network to create your own career trajectory--one immune to the impulsive whims of an employer looking only at today's bottom line. Learn how to:

- Construct a life based on your priorities and vision of success
- Cultivate connections without networking
- Create your own security
- Build flexibility into your financial life
- Face your fears by reducing risk
- And much more!

Corporate jobs are not only unstable--they're increasingly scarce. It's time to take charge of your own career and lead the life you actually want. Start mapping out your place in the gig economy today!

The crowdsourcing of work - the 'gig economy' - has been hailed as a 'sharing' revolution, enabling 'micro-entrepreneurs' to enjoy greater autonomy and flexibility in taking on 'gigs', 'rides', or 'tasks', while customers benefit from the ease, convenience, and affordability of 'work on demand'. Is this the future of work? What are the benefits and challenges of crowdsourced work? Is the gig economy fundamentally different to existing models of work and should it be kept outside the scope of employment law, as many platforms claim? Humans as a Service offers an engaging and critical account of the gig economy. It charts the industry's dramatic growth, explores the diverse platforms that comprise it, and describes how they operate. In scrutinising the competing narratives about 'gig' work, the book demonstrates the importance of language: how claims of 'disruptive innovation' and 'micro-entrepreneurship' often obscure the realities of highly precarious work and the strict algorithmic surveillance and control to which workers are subject. And yet, far from being radically new, the book shows that the gig economy is but the latest (and perhaps most extreme) example of labour market practices that have existed for centuries. Turning to how the law should respond to the on-demand economy, it argues that regulators can and must bring this work within the scope of employment law, adapting existing norms where necessary, in order to protect both customers and workers. Finally, it explores the wider implications of the gig economy for markets and consumers, assessing opportunities and challenges - if this is the future of work, how can it be made sustainable?

The crisis caused by COVID-19 poses a major challenge for the global economy and business. It has been a test for economic resilience, and how this crisis will affect business activities will be determined by their competitiveness. Only firms that have succeeded in reorienting and quickly adapting to the emerging crisis have continued without interruption in their operations, thus demonstrating their flexibility and high level of resilience. Research shows that companies driving the gig economy celebrate the benefits: flexibility, additional income, freedom and other various opportunities for workers. They require entrepreneurial digital skills that improve their competitiveness and benefit not only themselves but the economy as well. Therefore, digital competencies are becoming a significant resource and precondition for employment, and it is essential to promote digital entrepreneurial skills, introducing them into education programs through different forms of education. This book stresses and explores the importance of synergy between industry and virtual universities. Considering the importance of these issues, this book draws together literature on globalization and small and medium enterprise development and internationalization from disparate sources into a cohesive body of work, which traces the evolution of entrepreneurship and our understanding of the topic. It investigates the impact of digitalization on creating job opportunities in the labor market. Covering social, economic and psychological approaches to the most current topics, this book will be a useful

framework to new theories and practices that are emerging to challenge conventional wisdom. It will be of interest to scholars, upper-level students, and researchers involved in the field of entrepreneurship.

From a former Wall Street Journal foreign correspondent, an exuberant memoir of life, love, and transformation on the frontlines of conflicts around the world Growing up in 1970s Detroit, Lynda Schuster felt certain life was happening elsewhere. And as soon as she graduated from high school, she set out to find it. Dirty Wars and Polished Silver is Schuster's story of her life abroad as a foreign correspondent in war-torn countries, and, later, as the wife of a U.S.

Ambassador. It chronicles her time working on a kibbutz in Israel, reporting on uprisings in Central America and a financial crisis in Mexico, dodging rocket fire in Lebanon, and grieving the loss of her first husband, a fellow reporter, who was killed only ten months after their wedding. But even after her second marriage, to a U.S. diplomat, all the black-tie parties and personal staff and genteel "Ambassatrix School" grooming in the world could not protect her from the violence of war. Equal parts gripping and charming, Dirty Wars and Polished Silver is a story about one woman's quest for self-discovery—only to find herself, unexpectedly, more or less back where she started: wiser, saner, more resolved. And with all her limbs intact.

Winner of the William G. Bowen Prize Named a "Triumph" of 2018 by New York Times Book Critics Shortlisted for the 800-CEO-READ Business Book Award The untold history of the surprising origins of the "gig economy"--how deliberate decisions made by consultants and CEOs in the 50s and 60s upended the stability of the workplace and the lives of millions of working men and women in postwar America. Over the last fifty years, job security has cratered as the institutions that insulated us from volatility have been swept aside by a fervent belief in the market. Now every working person in America today asks the same question: how secure is my job? In Temp, Louis Hyman explains how we got to this precarious position and traces the real origins of the gig economy: it was created not by accident, but by choice through a series of deliberate decisions by consultants and CEOs--long before the digital revolution. Uber is not the cause of insecurity and inequality in our country, and neither is the rest of the gig economy. The answer to our growing problems goes deeper than apps, further back than outsourcing and downsizing, and contests the most essential assumptions we have about how our businesses should work. As we make choices about the future, we need to understand our past.

When the "sharing economy" launched a decade ago, proponents claimed that it would transform the experience of work--giving earners flexibility, autonomy, and a decent income. It was touted as a cure for social isolation and rampant ecological degradation. But this novel form of gig work soon sprouted a dark side: exploited Uber drivers, neighborhoods ruined by Airbnb, racial discrimination, and rising carbon emissions. Several of the most prominent platforms are now faced with existential crises as they prioritize growth over fairness and long-term

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This international book analyses the impact of digitisation in labour markets, on labour relationships and also on labour processes. The rapid progress of modern disruptive technologies and AIs and their multiple applications to each phase of the labour production system, are changing the production rules on a global scale with significant impacts in every aspect of work. As new technologies transform work patterns and change the type of jobs available - destroying some while creating others - and even the nature of the tasks performed, numerous legal problems arise which are challenging to legislators and legal scholars who need to find appropriate solutions to them. Considering the labour law issues which have been created by technological developments and currently affect the work of millions worldwide, this book highlights the full scope of these issues, suggesting solutions to emerging problems and ways to mitigate the risks brought about through technological advancement. Approaching the present debate with perspectives on legal problems with expertise from a wide range of different countries, this book presents informed and scholarly studies which answer the challenges that new technologies present in labour markets, private lives and labour processes.

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Get your side hustle on with this handy guide that gives you hundreds of ideas on how to make extra cash—and have fun doing it! Do you work a regular job, but still find yourself wishing you had a little extra money? Or maybe you just want some extra fulfillment after hours that you just aren't finding in your 9-5. A second job—also known as a side hustle—might be the answer! Learn how to take advantage of the gig economy and turn your time, space, skills, or stuff into extra cash. The Ultimate Side Hustle Book presents up-to-the minute research on 450 fun, resourceful, and often rewarding side hustle jobs, including detailed information on the skills you need and experience required for each, how easy it is to find work, and of course, pay rates—all in an easy-to-read and fun-to-use format. In addition to helpful facts and figures, you'll find real-life anecdotes and tips from successful side hustlers sprinkled throughout. From dog walking and tutoring to vehicle advertising and refereeing recreational sports leagues, you're sure to find that perfect side hustle that fits you and your lifestyle.

Start and Scale Your Freelance Business The freelance portion of the workforce

and the economy is growing at a rapid pace, but the lack of proper training or knowledge about how to run a freelance venture sets most freelancers up for failure. With this new workforce picking up speed, the need is real and the time is now for freelancers to learn how to take their businesses and their paychecks to the next level. The Six-Figure Freelancer is a proven path, a battle-tested guide that works for freelancers of all types and includes the author's five years of trial-by-fire lessons used to find, land, and amaze your clients. The book follows an outline of proven tactics to grow a business to the six-figure level and keep it there: Knowing the current phase of your freelance business Getting into the right mindset to shift your money power Knowing how to spot high-value, high-dollar clients Determining the structure of your six-figure business (solo or agency model?) Speeding your process up and structuring your ideal freelance workday Putting together a client benefit-focused marketing tools plan Raising your rates and transmitting value to prospective clients Avoiding those six-figure earner pitfalls Throughout this book, readers will have guided action plans and checklists to customize their own specific freelance business.

In the last five years, the world of work has changed dramatically. Thanks to technology companies like Uber, TaskRabbit, and Instacart, the new "gig economy" seems to constantly be in the news. But most of the media focus is on the low end of the skill spectrum; little attention is being paid to the best-in-class professionals who have chosen an independent path. New digital talent platforms are developing at a rapid clip with a wide variety of business models, many catering to very precise, high-value skill sets. Thriving in the Gig Economy is an actionable guidebook outlining ways to maneuver in this new world to create a path that optimizes success. You will learn: The differences between the gig economy and the sharing and on-demand economies. The best ways to work with digital talent platforms and traditional consulting intermediaries.

Commonsense logistics around digital branding, contracts, and employment issues. The tools and services to enhance your practice. The growth in this marketplace is exponential, and Thriving in the Gig Economy is one way for you to take advantage of all its potential.

You've likely heard about the gig economy but might be wondering exactly what it entails. It's easy to assume that driving for Uber or renting your house through Airbnb are the extent of your options, but the gig economy actually offers a much wider slate of opportunities. Whether you have a 9-to-5 job and are looking to pick up some extra income, or you're a recent graduate who's eager to earn as much as you want on your own time, the gig economy can offer the freedom and flexibility you're seeking. In Gigworker, Brett Helling provides the essential primer on the gig economy: how it evolved to where it's at now, and where it's headed in the future. He'll show you that it's possible to replace your full-time income with multiple gigs, or balance 9-to-5 work with a 5-to-9 side gig. You'll come away with a new zeal for the gig economy, ready to dive into the options at your fingertips and make money doing what you love.

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So far, platform work has been an important laboratory for capital. Management techniques, like the use of algorithms, are being tested with a view to exporting across the global economy and it is argued that automation is undermining workers' agency. Although the contractual trick of self-employment has allowed platforms to grow quickly and keep their costs down, yet it has also been the case also that workers have also found they can strike without following the existing regulations. This book develops a critique of platforms and platform capitalism from the perspective of workers and contributes to the ongoing debates about the future of work and worker organising. It presents an alternative portrait returning to a focus on workers' experience, focusing on solidarity, drawing out a global picture of new forms of agency. In particular, the book focuses on three dynamics that are driving struggles in the platform economy: the increasing connections between workers who are no longer isolated; the lack of communication and negotiation from platforms, leading to escalating worker action around shared issues; and the internationalisation of platforms, which has laid the basis for new transnational solidarity. Focusing on transport and courier workers, online workers and freelancers author Jamie Woodcock concludes by considering how workers build power in different situations. Rather than undermining worker agency, platforms have instead provided the technical basis for the emergence of new global struggles against capitalism.

There are new flexible and independent working opportunities available in the gig economy for those brave enough to seize them. It is estimated that the number people involved with the gig economy will double in the next four years. New generation workers are realising that they can break the chains of corporate work and go at it alone. With flexible working hours, fluid work arrangements and technology that they can leverage to their advantage, people are creating purposeful careers that fit in with their lives, not the other way around. Working in the Gig Economy is the ultimate guide to successfully navigating the new flexible world of work. This is a book that will allow you to really examine the possibilities of freelance and flexible working. Is it really for you? Do you have what it takes to stay motivated, get clients to hire you and achieve that long-yearned for work-life balance? Thomas Oppong is an expert in entrepreneurship and the gig economy. With this book, he takes readers through the main pitfalls of working for themselves, including how to stay productive, how to manage your professional network, build a personal brand and crucially how to keep the work coming and get paid on time. Working in the Gig Economy is the essential guide to having a successful and fulfilling career in the gig economy.

This edited collection examines the gig economy in the age of convergence from a critical political economic perspective. Contributions explore how media, technology, and labor are converging to create new modes of production, as well as new modes of resistance. From rideshare drivers in Los Angeles to domestic workers in Delhi, from sex work to podcasting, this book draws together research that examines the gig economy's exploitation of workers and their resistance.

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Employing critical theoretical perspectives and methodologies in a variety of national contexts, contributors consider the roles that media, policy, culture, and history, as well as gender, race, and ethnicity play in forging working conditions in the 'gig economy'. Contributors examine the complex and historical relationships between media and gig work integral to capitalism with the aim of exposing and, ultimately, ending exploitation. This book will appeal to students and scholars examining questions of technology, media, and labor across media and communication studies, information studies, and labor studies as well as activists, journalists, and policymakers.

Do artists have a competitive edge in the gig economy? How do wages and working conditions compare with the already stated in more traditional types of work? What does the onboarding process look like for the talent portfolio? How great is the impact? Are there any skills that you think you are lacking, that make it harder for you to do your job? This easy Gig Economy self-assessment will make you the trusted Gig Economy domain leader by revealing just what you need to know to be fluent and ready for any Gig Economy challenge. How do I reduce the effort in the Gig Economy work to be done to get problems solved? How can I ensure that plans of action include every Gig Economy task and that every Gig Economy outcome is in place? How will I save time investigating strategic and tactical options and ensuring Gig Economy costs are low? How can I deliver tailored Gig Economy advice instantly with structured going-forward plans? There's no better guide through these mind-expanding questions than acclaimed best-selling author Gerard Blokdyk. Blokdyk ensures all Gig Economy essentials are covered, from every angle: the Gig Economy self-assessment shows succinctly and clearly that what needs to be clarified to organize the required activities and processes so that Gig Economy outcomes are achieved. Contains extensive criteria grounded in past and current successful projects and activities by experienced Gig Economy practitioners. Their mastery, combined with the easy elegance of the self-assessment, provides its superior value to you in knowing how to ensure the outcome of any efforts in Gig Economy are maximized with professional results. Your purchase includes access details to the Gig Economy self-assessment dashboard download which gives you your dynamically prioritized projects-ready tool and shows you exactly what to do next. Your exclusive instant access details can be found in your book. You will receive the following contents with New and Updated specific criteria: - The latest quick edition of the book in PDF - The latest complete edition of the book in PDF, which criteria correspond to the criteria in... - The Self-Assessment Excel Dashboard - Example pre-filled Self-Assessment Excel Dashboard to get familiar with results generation - In-depth and specific Gig Economy Checklists - Project management checklists and templates to assist with implementation **INCLUDES LIFETIME SELF ASSESSMENT UPDATES** Every self assessment comes with Lifetime Updates and Lifetime Free Updated Books. Lifetime Updates is an industry-first feature which allows you to receive verified self assessment

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updates, ensuring you always have the most accurate information at your fingertips.

Choose your hours, choose your work, be your own boss, control your own income. Welcome to the sharing economy, a nebulous collection of online platforms and apps that promise to transcend capitalism. Supporters argue that the gig economy will reverse economic inequality, enhance worker rights, and bring entrepreneurship to the masses. But does it? In *Hustle and Gig*, Alexandra J. Ravenelle shares the personal stories of nearly eighty predominantly millennial workers from Airbnb, Uber, TaskRabbit, and Kitchensurfing. Their stories underline the volatility of working in the gig economy: the autonomy these young workers expected has been usurped by the need to maintain algorithm-approved acceptance and response rates. The sharing economy upends generations of workplace protections such as worker safety; workplace protections around discrimination and sexual harassment; the right to unionize; and the right to redress for injuries. Discerning three types of gig economy workers—Success Stories, who have used the gig economy to create the life they want; Strugglers, who can't make ends meet; and Strivers, who have stable jobs and use the sharing economy for extra cash—Ravenelle examines the costs, benefits, and societal impact of this new economic movement. Poignant and evocative, *Hustle and Gig* exposes how the gig economy is the millennial's version of minimum-wage precarious work.

Take an in-depth look into the gig economy to see how tech professionals and entrepreneurs can earn a living as freelancers and contractors. Build your own business. The pros and cons of the lifestyle and what to expect from it are discussed. In this book, author Adam Sinicki explains the impact of the gig economy and the forces that led to it as it relates to technology and working online. You will understand how to make a living supplying tech skills on a "per gig" basis. Practical instructions, advice, and tips are provided on goal setting, lifestyle design, and selecting the types of work and contracts that further your goals and support the things you value as you transition from a 9-5 job. What You'll Learn Know the types of work that a tech freelancer can offer: coding, SEO, web development, 3D modeling, and more Find and manage clients Negotiate pay and contracts Stay productive without a manager Discover useful tools, websites, and apps to build your business and ensure a steady income Who This Book Is For Entrepreneurs who are already a part of the gig economy and want to learn more about their options, tech professionals looking to transition to purely freelancing/contracting, companies interested in learning more about this change in the jobs market, technologists interested in exploring how the Internet is shaping the way people live and work, and professionals interested in lifestyle design or becoming "digital nomads"

Machine generated contents note: Preface, by Kim Tolley Acknowledgements 1. From Golden Era to Gig Economy, by A. J. Angulo 2. Understanding the Need for Unions, by Adrianna Kezar and Thomas DePaola 3. A Long History of Activism and Organizing, by Timothy R. Cain

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4. Union Organizing and the Law, by Gregory Saltzman 5. A Just Employment Approach to Adjunct Unionization, by Joseph McCartin and Nicholas Wertsch 6. Unionizing Adjunct and Tenure-Track Faculty at Notre Dame de Namur, by Kim Tolley, Marianne Delaporte, and Lorenzo Giachetti 7. Unions, Shared Governance, and Historically Black Colleges and Universities, by Elizabeth K. Davenport 8. Forming a Union, by Shawn Gilmore 9. Wall to Wall, by Luke Elliot-Negri 10. California State University East Bay, by Kim Geron and Gretchen M. Reevy Conclusion, by Kim Tolley and Kristen Edwards Contributors Appendix Index.

FINALIST: Business Book Awards 2019 - Start-Up Inspiration Category There are new flexible and independent working opportunities available in the gig economy for those brave enough to seize them. It is estimated that the number people involved with the gig economy will double in the next four years. New generation workers are realising that they can break the chains of corporate work and go at it alone. With flexible working hours, fluid work arrangements and technology that they can leverage to their advantage, people are creating purposeful careers that fit in with their lives, not the other way around. Working in the Gig Economy is the ultimate guide to successfully navigating the new flexible world of work. This is a book that will allow you to really examine the possibilities of freelance and flexible working. Is it really for you? Do you have what it takes to stay motivated, get clients to hire you and achieve that long-yearned for work-life balance? Thomas Oppong is an expert in entrepreneurship and the gig economy. With this book, he takes readers through the main pitfalls of working for themselves, including how to stay productive, how to manage your professional network, build a personal brand and crucially how to keep the work coming and get paid on time. Working in the Gig Economy is the essential guide to having a successful and fulfilling career in the gig economy.

Ultimately, The Gig Academy is a call to arms, one that encourages non-tenure-track faculty, staff, postdocs, graduate students, and administrative and tenure-track allies to unite in a common struggle against the neoliberal Gig Academy.

The "gig economy" is a relatively recent term coined to describe a range of working arrangements that have previously been denoted as precarious, flexible and contingent. Borrowed from musicians, a "gig" describes a one-night performance, but in the context of general employment, it covers the self-employed who work for hire, those on temporary, short-term contracts and on zero-hours contracts. In this concise overview, Alex de Ruyter and Martyn Brown explain the key facets of the gig economy and explore the dangers and potential it affords. Drawing on recent case-studies from the UK, Europe and the USA, it offers an authoritative guide through the theories and issues that surround the gig economy. --

This book, authored by the practitioners acting on the leading cases in this area, including claims against Uber and Deliveroo, considers the particular legal issues affecting employment status claims in general and gig economy work in particular.

The only globally-crowdsourced book on the future of payments ("PayTech"), offering comprehensive understanding of a rapidly evolving industry at the centre of global commerce The movement of money between individuals, organisations and governments is crucial to the world economy. The payments industry has undergone immense transformation – new regulations, technologies and consumer demands have prompted significant changes to the tools, products and use cases in payments, as well as presented lucrative opportunities for entrepreneurs and FinTech professionals. As payment technologies become faster and more efficient, companies and investors are increasingly favouring PayTech innovation due to better customer experience, increased revenues and manageable risks. The PAYTECH Book brings together a diverse collection of industry experts to provide entrepreneurs, financial services professionals and investors with the answers they need to capitalise on the highly profitable PayTech market. Written by leaders in the global FinTech and payment sectors, this informative volume explains key industry developments and presents valuable first-hand insights from prominent industry practitioners. Contributors include advisors and consultants to

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the payments and financial services industry, entrepreneurs and business owners utilising cutting-edge PayTech capabilities, academic researchers exploring the social-political-economic impact of PayTech and many others. Detailed chapters cover essential topics such as cybersecurity, regulation and compliance, wholesale payments and how payment systems currently work and how PayTech can improve them. This book: Defines PayTech and identifies its key players Discusses how PayTech can transform developed markets and accelerate growth in emerging economies Describes how PayTech fits into the larger FinTech ecosystem Explores the future of PayTech and its potential as an agent of social change and financial inclusion Provides diverse perspectives on investment in PayTech and what consolidation and expansion will look like

The PAYTECH Book: The Payment Technology Handbook for Investors, Entrepreneurs and FinTech Visionaries is an indispensable source of information for FinTech investors and entrepreneurs, managers from payments companies and financial services firms and executives responsible for payments in government, corporations, public sector organisations, retailers and users of payments.

Ultimate Gig will serve to answer questions and help gig-providing companies and workers make decisions by informing, inspiring and motivating as well as serving as a teaching tool. Most importantly it will give the reader a better understanding of the most significant labor revolution in the past 100 years as to how work can be done.

The microbusiness is huge! That's not just a play on words but an indisputable fact that millions of budding entrepreneurs have already figured out. On top of adding to their income and creating safety nets in case the ax falls at work, they have been able to unlock their creativity and find a sense of fulfillment they never dreamed possible--or rather day-dreamed possible from their uninspiring cubicle. In *The Economy of You*, author and microbusiness owner herself Kimberly Palmer illuminates the everyday faces behind this growing movement, starting with her own journey. Readers will meet 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, and many other inspirational examples of those who have discovered how to turn their joys and hobbies into a profitable microbusiness. Interwoven in the profiles are concrete guidelines for readers looking to launch rewarding businesses of their own, including:

- Tips for figuring out the ideal side gig
- Ideas for keeping start-up costs low
- Advice on juggling a fledgling enterprise and a full-time job
- Branding and marketing basics that bring results
- When and what to offer for free
- And much more

Your employer can guarantee nothing but today's wages. It's up to YOU to build real financial stability. It's empowering, gratifying, and now easy to do with *The Economy of You*.

Increasingly, employees are being falsely treated as 'self-employed'. This phenomenon – the 'gig economy' – is seen as the inevitable shape of things to come. In this book, Colin Crouch takes a step back and questions this logic. He shows how the idea of an employee – a stable status that involves a bundle of rights – has maintained a curious persistence. Examining the ways companies are attacking these rights, from proffering temporary work to involuntary part-time work to 'gigging', he reveals the paradoxes of the situation and argues that it should not and cannot continue. He goes on to propose reforms to reverse the perverse incentives that reward irresponsible employers and punish good ones, setting out an agenda for a realistic future of secure work. Crouch's penetrating analysis will be of interest to everyone interested in the future of work, the welfare state and the gig economy.

In *Temporary*, a young woman's workplace is the size of the world. She fills increasingly bizarre placements in search of steadiness, connection, and

something, at last, to call her own. Whether it's shining an endless closet of shoes, swabbing the deck of a pirate ship, assisting an assassin, or filling in for the Chairman of the Board, for the mythical Temporary, "there is nothing more personal than doing your job." This riveting quest, at once hilarious and profound, will resonate with anyone who has ever done their best at work, even when the work is only temporary.

Throughout the last decade, the 'gig economy' has emerged as one of the most significant developments in the world of work. As a novel, hyper-flexible form of labour, gig work features a uniquely fragmented working arrangement wherein independent workers partner with digital platform organisations to provide a range of on-demand services to customers. *Work in the Gig Economy: A Research Overview* provides a concise overview to the key themes and debate that encompass the gig economy literature. It covers five core themes: an introduction to gig work; classification issues; the role of technology; the experiences of gig workers; and the future of gig work. As an emerging and diverse research field, contributions stem from an array of perspectives including psychology, sociology, human resource management, legal studies, and technology management. The chapters synthesise the most prominent insights into this emerging field, key thinking on the complex relationships and conditions found in gig work, and the most significant issues to be addressed as the gig economy continues to develop. A critical introduction for students, scholars and reflective professionals and policymakers, this book provides much needed direction through the rapidly growing and expansive body of research on work in the gig economy.

All of a sudden, everybody's talking about the gig economy. From taxi drivers to pizza deliverers to the unemployed, we are all aware of the huge changes that it is driving in our lives as workers, consumers and citizens. This is the first comprehensive overview of this highly topical subject. Drawing upon years of research, stories from gig workers, and a review of the key trends and debates, Jamie Woodcock and Mark Graham shed light on how the gig economy came to be, how it works and what it's like to work in it. They show that, although it has facilitated innovative new services and created jobs for millions, it is not without cost. It allows businesses and governments to generate value while passing significant risk and responsibility onto the workers that make it possible. This is not, however, an argument for turning back the clock. Instead, the authors outline four strategies that can produce a fairer platform economy that works for everyone. Woodcock and Graham's critical introduction will be essential reading for students, scholars and general readers interested in the massive shifts that characterize our modern digital economy.

What happens if Gig economy's scope changes? What are the business goals Gig economy is aiming to achieve? How do you determine the key elements that affect Gig economy workforce satisfaction, how are these elements determined for different workforce groups and segments? Who will provide the final approval

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of Gig economy deliverables? How do you stay flexible and focused to recognize larger Gig economy results? This powerful Gig economy self-assessment will make you the entrusted Gig economy domain specialist by revealing just what you need to know to be fluent and ready for any Gig economy challenge. How do I reduce the effort in the Gig economy work to be done to get problems solved? How can I ensure that plans of action include every Gig economy task and that every Gig economy outcome is in place? How will I save time investigating strategic and tactical options and ensuring Gig economy costs are low? How can I deliver tailored Gig economy advice instantly with structured going-forward plans? There's no better guide through these mind-expanding questions than acclaimed best-selling author Gerard Blokdyk. Blokdyk ensures all Gig economy essentials are covered, from every angle: the Gig economy self-assessment shows succinctly and clearly that what needs to be clarified to organize the required activities and processes so that Gig economy outcomes are achieved. Contains extensive criteria grounded in past and current successful projects and activities by experienced Gig economy practitioners. Their mastery, combined with the easy elegance of the self-assessment, provides its superior value to you in knowing how to ensure the outcome of any efforts in Gig economy are maximized with professional results. Your purchase includes access details to the Gig economy self-assessment dashboard download which gives you your dynamically prioritized projects-ready tool and shows you exactly what to do next. Your exclusive instant access details can be found in your book. You will receive the following contents with New and Updated specific criteria: - The latest quick edition of the book in PDF - The latest complete edition of the book in PDF, which criteria correspond to the criteria in... - The Self-Assessment Excel Dashboard - Example pre-filled Self-Assessment Excel Dashboard to get familiar with results generation - In-depth and specific Gig economy Checklists - Project management checklists and templates to assist with implementation **INCLUDES LIFETIME SELF ASSESSMENT UPDATES** Every self assessment comes with Lifetime Updates and Lifetime Free Updated Books. Lifetime Updates is an industry-first feature which allows you to receive verified self assessment updates, ensuring you always have the most accurate information at your fingertips.

For decades, working permanent full-time or part-time jobs has been the traditional type of employment. Most employees typically work a set number of hours in a week and perform the same set of tasks every day. However, in recent years, the workforce has shifted toward a gig economy, where many people take on a variety of short-term jobs and projects, or gigs. The most popular job is freelance work. While the gig economy is novel and a great fit for many, it comes with its new challenges. Thus, learning how to master the gig economy is a worthwhile endeavor for anyone starting to freelance in the future. And all you are looking for is in this book.

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