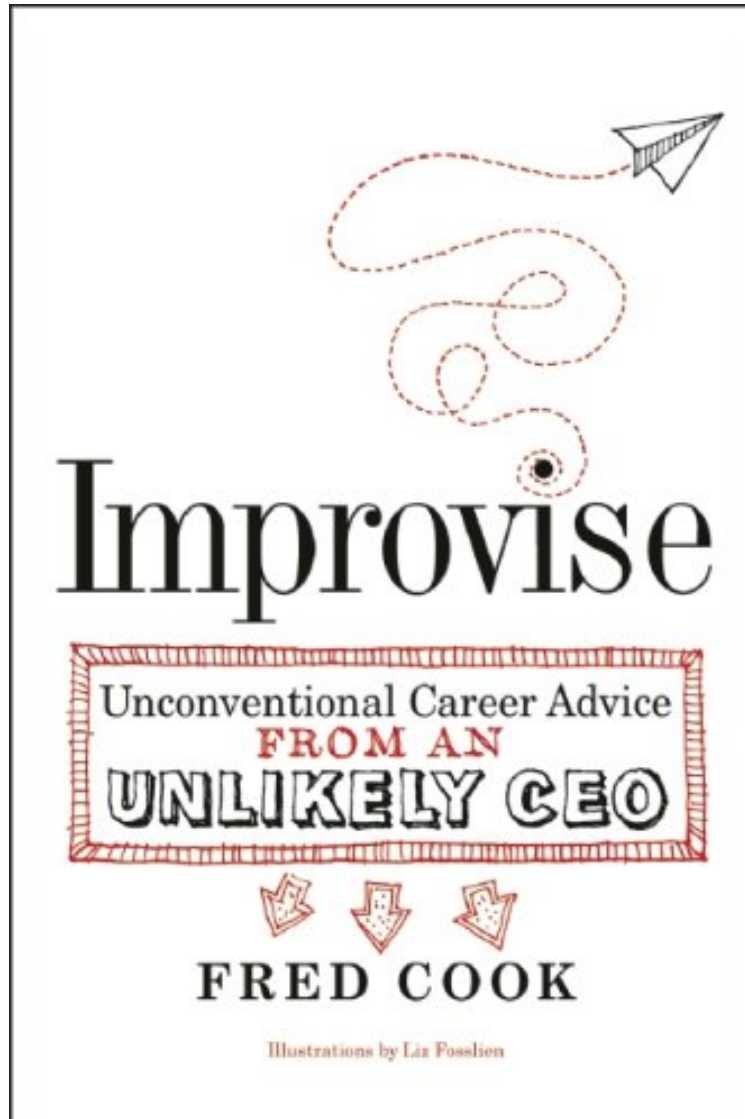


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# **Improvise: Unconventional Career Advice from an Unlikely CEO**

*Fred Cook*

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**Fred Cook : Improvise: Unconventional Career Advice from an Unlikely CEO** before purchasing it in order to gage whether or not it would be worth my time, and all praised *Improvise: Unconventional Career Advice from an Unlikely CEO*:

2 of 2 people found the following review helpful. Shake Up Your RoutineBy Kevin F. SherryIf you follow in Fred Cook's footsteps and relive the wonderfully wild path he took to become CEO of GolinHarris, you might also become a CEO. Or you might get arrested. Either way, it'll be an interesting ride.When it comes to traditional "how to get ahead" business advice books, "Improvise" could be called both a companion piece and a parody of them. You'll laugh as you follow Fred's improbable anecdotes about traveling the world with little or no money and see how each of his

experiences taught him a life lesson that stuck with him through his various careers. This book has great advice for high school and college grads, or anyone who's looking for a spiritual boost to break out of his or her Groundhog Day routine. If anything, it shows there's no one-size-fits-all approach to getting ahead in a career. As the book indicates, it's not about getting ahead at all. There's no one template for career or life success. Instead of measuring your happiness against what your friends post on Facebook, try and remember the last time you really shook up your routine. If you ran into yourself at a party, would you have anything interesting to say? I found the book to be more of a guide to how people should live their lives all the time. Take a different route to work. Visit a new restaurant, neighborhood or country for the first time. You'll be a better person for it. And it won't seem like work. "Improvise" is a fun, interesting read. You should check it out. 1 of 1 people found the following review helpful. A different take on finding your career path for college graduates

By RA from LBC

When I interview college graduates for entry-level positions, I want to know about the jobs they left off of their resume: did you wait tables? did you work in a recreation program? did you answer phones? If you understand how every life experience prepares you for the next opportunity, then you are bringing more to the profession than just the ability to write or follow a checklist. What Fred does for readers through IMPROVISE is give them permission to do more than just go to school and get a job. His story shows how hours spent in Indiana pool halls and unusual voyages taken on freighters provided him with a view of the world that form the foundation of his success in business. Combining real-world examples drawn from his public relations career with those from his world travels, Fred offers tips for how you can learn more about your world around you everyday if you ask the right questions and open your eyes and ears to what's around you. Talk to taxi drivers, handwrite notes during meetings, ask questions of smart people, just listen. This book should be on your college graduate's gift list, and if you're at the 5-year or 10-year career mark wondering what to do next, this is a motivating read. 2 of 2 people found the following review helpful. The best career advice you'll ever receive!

By Kelly OBrien

Improvise is by far the best career advice book I have ever read. I have five degrees and none of the universities I graduated from could truly help me navigate the job market besides giving some resume advice. I truly feel that colleges and universities need to have their students read this book. As I read the book I felt like I was sitting face-to-face with the author and I was getting career advice from a mentor. I could relate to so many of his experiences. This book ignited my drive and passion to continue to pursue new opportunities. I highly recommend this book to everyone navigating the job market.

This year alone, 3.2 million U.S. students will graduate from college. Unprecedented percentages of them will move back home, and many will be unable to obtain a job in their fields of study. Improvise is an inspiring story of how Fred Cook followed an unusual yet fascinating path from young adulthood to the corner office as CEO of the award-winning PR firm GolinHarris. Melding learnings from a lifetime of uncommon experiences with insights from a surprisingly successful corporate career, this book will inspire workers mired in indecision and dimly lit prospects. Following college, Cook was initiated into the business world through a dozen odd jobs, each of which provided valuable insights into the business world and the understanding of how to make the most of even the smallest opportunity. Each chapter delivers a bold truth, supported by relevant episodes from Cook's personal life and reinforced by his encounters with corporate America. Filled with colorful anecdotes about being punched by a guru, stalked by an intern, and lectured by Steve Jobs, Improvise is full of hilarious yet poignant moments.

"Fred is a legend in the PR business.... [Improvise] is immensely fun and engaging." – Bruce Rogers, Forbes