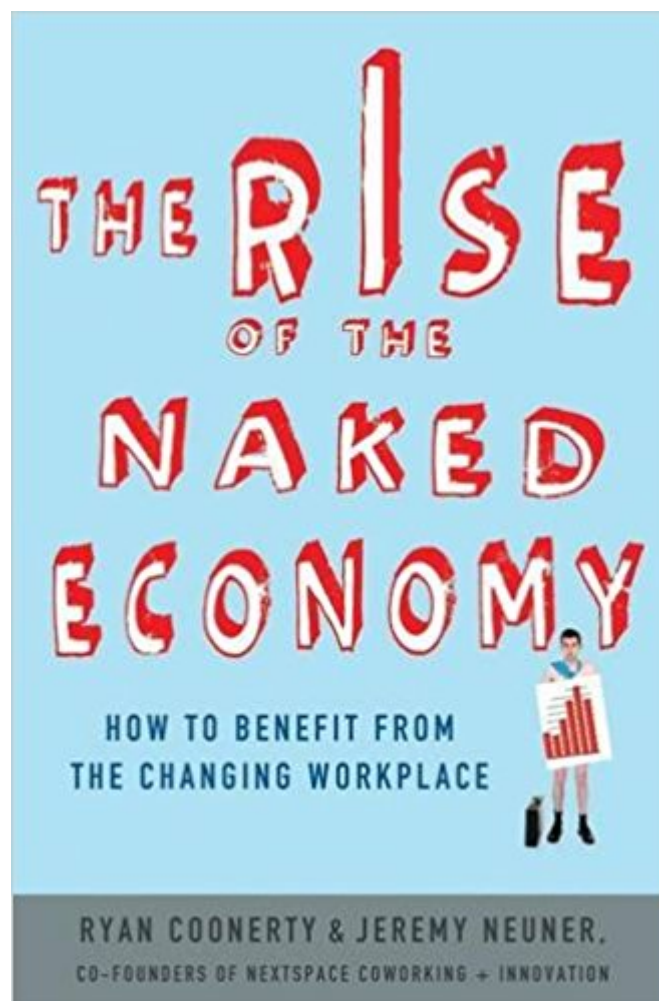




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# The Rise Of The Naked Economy: How To Benefit From The Changing Workplace



## Synopsis

What happens when work is no longer a place but a state of mind: when the trappings that have defined the economy as we knew it are stripped away and we start from the bare essence of what it means to make a living? From corner coffee shops to Fortune 500 companies, workers from all different backgrounds are creating a new reality and prosperity. The Rise of the Naked Economy shows readers how to achieve both personal and professional success in an economy that does not guarantee lifetime employment. Pioneers Coonerty and Neuner report from the front lines on the future of work. From the recently graduated to the recently laid off, this book covers how the rise in non-traditional employment calls for a new infrastructure, strategy, and attitude for workers, companies, and communities alike. Through interviews with the people, companies, and policymakers who are leading the change and already profiting from it, The Rise of the Naked Economy provides an optimistic, humorous, and inspirational vision for readers who want reclaim their lives and livelihoods.

## Book Information

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## Customer Reviews

“This provocative and fascinating book is a valuable guide to navigating the changes in the American workforce and economy. Plus, it's fun to read!”  
—Walter Isaacson, bestselling author of *Steve Jobs* and CEO of the Aspen Institute  
“The Rise of the Naked Economy captures the tremendous challenges and opportunities for the Creative Class as they redefine work. This is a must read for anyone trying to figure how individuals, organizations and

communities prosper in the new economy. — Richard Florida, Professor, University of Toronto and New York University; Editor At Large Atlantic Cities — “The freelance surge is the industrial revolution of our time. Nearly 1 in 3 Americans is working independently. The Rise of the Naked Economy offers an important and optimistic look at how this change can make our economy more productive and our lives more balanced. Read this book -- and join the movement!” — Sara Horowitz, founder of Freelancers Union and author of The Freelancer's Bible — “A refreshing take on how to make the global economy work for you, The Rise of the Naked Economy upends what we know about collaboration, co-working, and what makes businesses today thrive. This is a manifesto for anyone who wants to change the way we work.” — David Gelles, The Financial Times and author of Mindful Work — “How refreshing to receive clear, useful advice about how to thrive in the economy we actually live in, as opposed to the one we long for in the past. The Rise of the Naked Economy will wake you up, inspire you and get you prepared to live, work and prosper in the 21st Century.” — Pamela Slim, author of Escape from Cubicle Nation — “The Rise of the Naked Economy gives a fresh new way to think about our work, our cities, and our society.” — Tony Hsieh, New York Times bestselling author of Delivering Happiness and CEO of Zappos.com, Inc. — “The expectations of this workforce combined with the millennial generation will force the workplace to change. This book gives a leader insights into what makes that new evolved worker tick, and how the change in the marketplace has to occur to unleash this global talent. To figure out how to leverage this talent will be the competitive advantage for any business as our historic ‘contract’ with employees is no longer valid. A must read.” — Pat Wadors, VP, Global Talent Organization, LinkedIn — “For anyone engaged in the Innovation Economy, or hoping to better understand today's mobile, agile workforce, The Rise of the Naked Economy is an insightful, interesting and enjoyable read. Ryan Coonerty and Jeremy Neuner translate their insights and experience in the working world to the printed page without missing a beat. I highly recommend it.” — Carl Guardino, President and CEO, Silicon Valley Leadership Group — “Coonerty and Neuner's examination of the radical shift in the relationship between employer and employee in the new economy is a must read for anyone entering the workforce, and perhaps even more important for those of us who have been here for years. A timely and fascinating book.” — Len Vlahos, Executive Director, Book Industry Study Group — “Workplaces in corporate America are beginning to embrace a whole new way of working that has been pioneered by entrepreneurial individuals. The Rise of the Naked Economy provides the understanding you need to lead your organization or to enter the emerging society of

individual entrepreneurs. — Ken Kannappan, CEO of Plantronics — “The Rise of the Naked Economy has struck a chord. Ryan Coonerty and Jeremy Neuner have encapsulated the changes facing employees and their employers in today’s marketplace. It is insightful, humorous, filled with stories and opportunities for instant application. I think it nothing less than revolutionary in how they approach and describe the changes facing our economy.” — Gayle Shanks, co-owner of Changing Hands Bookstore — “A fascinating look at the workplace revolution, The Rise of the Naked Economy is filled with compelling stories about people creating and pursuing work in innovative ways. Coonerty and Neuner aren’t just thinking outside the box, they’re imaging a world without boxes. And after reading their book, you’ll be as excited as they clearly are about this brave new world.” — Allison Hill, President/COO, Vroman’s Bookstore — “Ryan Coonerty and Jeremy Neuner offer a way out of the boredom and anxiety of life and work trapped in a cubicle. Lively, timely, and wise.” — Evan Thomas, Ferris Professor of Journalism, Princeton University, and author of *Ike’s Bluff*

Ryan Coonerty is the co-founder and Chief Strategist for NextSpace. He served two terms as the Mayor of Santa Cruz, California and was selected by the Aspen Institute as "one of the nation’s most promising young leaders." Ryan teaches constitutional law at the University of California, Santa Cruz and is the author of *Etched in Stone: Enduring Words from Our Nation’s Monuments*. Jeremy Neuner is the co-founder and CEO of NextSpace, where he and his team are leading the charge in the future of work. Before that, he was a Navy pilot, a management consultant, and a local government official. Jeremy spent time as a fellow at the Aspen Institute’s Business and Society program where he studied the future of work with leaders of Fortune 500 companies.

I am fairly immersed in the ongoing discussion about the "future of work." So none of what the authors present was shocking news. But what they provide is the most comprehensive picture of how our employment relationships are evolving than anything else I’ve read. The authors layer real, rarely shared "naked economy" stories over the more often-seen data the growth of the freelancer/consultant role. For me, the book brings out enough real-life examples of what is happening right now to make a pretty clear argument for the projection that by 2025, 40% of the workforce will be independent. For some that are part of the growing 40%, it may seem obvious. The rest of the world needs this book.

This book covers the paradigm shift from traditional jobs and employment to a world of contingent

work, projects, gigs and tasks. The title is meant as a metaphor to help explain the uncertainty, positives and negatives of the new economy. According to the authors, this is "like being naked, can be scary, but can also lead to some of the best moments in one's life". The authors are leaders of the coworking movement and have deep expertise and experience with the new world of work. They do a great job of explaining the social, economic and technology trends and shifts driving the changes in the economy. Anyone interested in how work is changing and what it means (and that's just about everyone) will find this book of value.

The authors dug deep into all aspects of the changing workplace - from the emerging freelance economy, to the coworking trend, to shocking statistics about low engagement in work. I love their voice and playful spirit, making the future of work both exciting and FUN!. As an amateur work futurist, I totally geeked out on this book. Wish there was a Part 2. Thank you!

This book highlights how the workforce is changing. Some is driven by the economy and lack of jobs, some by bad politics. The solutions and trends given as examples are illustrative of how the entrepreneurial spirit is alive and well and by having a place to collaborate with your peers enhances the chance of success. Some examples given are very specific but shows how the interaction can generate a chain reaction of success.

Fantastic Book. Highly recommend. Easy to read, with forward-thinking ideas.

This book is mandatory reading for anyone who wants an edge in understanding where our economy is heading and where you can fit in. Changed my life for the better.

What a waste. If you are looking for a how-to-ish book on career shifting, creating your own job in the new economy, this is NOT the book for you. Maybe I am used to repair books or the "How to for Idiots" series of publications which lay out concrete ideas and plans and strategies on accomplishing tasks or learning new skills and was basically expecting for \$\$ that I'd get some of that concrete info from this book. But no, it was very general and even the general info and observations were nothing I haven't heard on CNN or even Glamour magazine (Hey girls the marketplace is changing!) I should have listened to the other reviewer but in seeing all the positive reviews (who must all be friends or business contacts with the authors) I figured it would have some good information I could glean from it. WRONG. Despite the "How-to benefit" contained in the title, I

found this to be more an observational work punctuated by light anecdotes and some moderately topical references to new economy marketplace innovations. (and unfortunately like the other reviewer noted it started to feel like this work was as much about promoting the business venture of the author's as it was to actually help individuals launch themselves into the marketplace). I read the first chapter. And then halfway through the second I started just skimming the rest looking for anything helpful in a concrete way vs the relatively mindless fluff and observations that sounded educated and deep but didn't have much content beyond what you could find on a google search: "alternative working arrangements." Speaking of google searches, midway through the book I actually started to get kinda pissed and feeling had for shelling out some \$ on this and so did my own google search on who the author was. So as it turns out the author is actually a politician from CA. Ugh. No wonder the book purports to offer you How to do something and reads like it's saying something but it's not really anything particularly helpful and it costs you to read it. And then I find out that besides the authors basically promoting their newmarketplace business in their book that Ryan Coonerty is /was also the public relations guy for yet another business venture he was promoting in Santa Cruz. When I realized this, then the whole context and tone of this book made sense. It's not really written as a practical "how-to" book for poor slobs like me who wanted some nuts and bolts info in return for hard earned cash. No this is a work that seems more about smooth operators punching out a public relations piece to help promote themselves and their business venture as well as to probably to offer Mr. Coonerty another notch in his belt as he undoubtedly makes his way through greater political ventures. I wish him luck because I sense that Ryan Coonerty is a much better politician then he is a teacher of practical knowledge or wisdom. Folks, if you want general theory, and have money to burn maybe consider a used 83 cent copy of this book. Otherwise if you want some real concrete help, keep looking for something worthwhile.

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