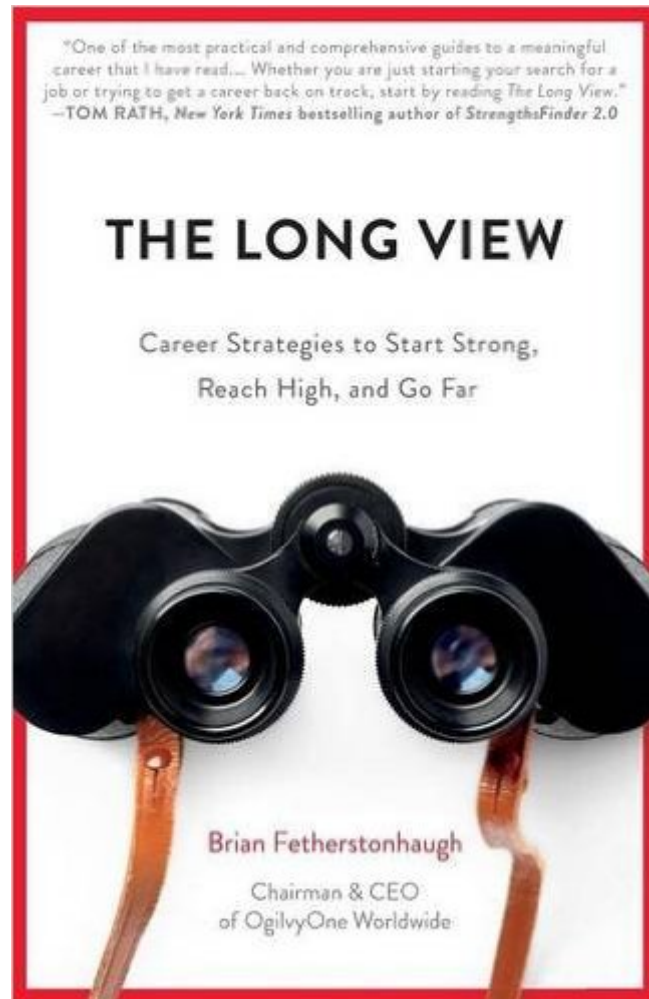


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# The Long View: Career Strategies To Start Strong, Reach High, And Go Far



## Synopsis

The Chairman & CEO of OgilvyOne Worldwide and career advisor extraordinaire, Brian Fetherstonhaugh, outlines the three stages of a long, successful work life and offers guidance to plan ahead and get the most out of each phase. The world of careers is vastly different than it was just five years ago—more choices, more competition, and relentless change in how we define work-life. It can be difficult to understand our options and plan for a prosperous future. Where can you go for answers? Colleges may teach us academic and technical skills, and there are places to look for tips on how to write a resume or prep for a job interview. But is it enough? Brian Fetherstonhaugh, CEO of OgilvyOne Worldwide, understands this dilemma and how to navigate it. He believes we need more than tactics—we need robust, road-tested strategies that combine old-school wisdom with new-school context so that we can flourish in the new professional reality. In *The Long View*, Fetherstonhaugh shows us the three distinct but interconnected stages of a career, and how we build “fuel” at every step along the way to create long-term success. *The Long View* teaches us new ways of finding jobs, new methods to build careers that last, and a new definition of “work” that embraces life-satisfaction and happiness. *The Long View* offers highly practical exercises that challenge you to rethink how to assess your skills, invest your time and expand your personal network, and provides a framework for facing tough job decisions. With insights drawn from interviews with a variety of professionals—who share both success stories and cautionary tales—*The Long View* will help you establish your own path for overcoming obstacles and making the best choices for a long, accomplished, and rewarding career. “*THE LONG VIEW* is one of the most practical and comprehensive guides to a meaningful career that I have read. Whether you are just starting your search for a job or trying to get a career back on track, start by reading *The Long View*.” —Tom Rath, best-selling author of *ARE YOU FULLY CHARGED?*, *EAT, MOVE, SLEEP*, and *STRENGTHSFINDER 2.0* “*THE LONG VIEW* is the career guide you’ve been looking for—forward-thinking advice from a seasoned business leader. Brian Fetherstonhaugh offers practical exercises, useful advice—and deep insights into what a meaningful career looks and feels like.” —Susan Cain, co-founder of Quiet Revolution and New York Times bestselling author of *QUIET: The Power of Introverts in a World That Can’t Stop Talking*

## Book Information

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## Customer Reviews

I thoroughly enjoyed reading this book from Brian Fetherstonhaugh. A few key takeaways I had:1. I now have the tools needed to evaluate where I am on my career journey, where I'm going next and what to expect along the way2. I now have the right perspective so I'll be careful not to make rushed decisions out of context3. I now have the right focus during my current stage of career (Starting strong!)Overall, highly recommend this book to someone who is ambitious to make a mark on the world, do something awesome and find satisfaction on their career journey. Building fuel!!

This is a book I would give to any person who comes to my office to discuss his or her "career path". It's full of practical advice and common sense. It's written by a man who has obviously been there and done that. And it's a good read ... fast and accessible. The stories will stay with you. The "exercises" will give you confidence that you are making the right career decisions. This is a book that gives context to all thoughts about "what's next" in any career trajectory.

Smart and easy read - a lot of "why didn't I think of that" moments in here. Very clear tips on how to not sweat the small stuff, actually enjoy your career, and succeed. Definitely recommend!

In *The Long View*, Brian Fetherstonhaugh gives invaluable career advice for today's professional world. With intelligence and vision, Fetherstonhaugh describes three extremely helpful stages and expertly guides you to invent a meaningful and satisfying career. Savvy, insightful, and practical. A most enjoyable read!

David Ogilvy, the late founder of the Ad Agency where Mr. Fetherstonhaugh works, once famously said: "The better you think you are, the happier you are." This book offers easy to understand,

casually disciplined strategies for being happy and self-satisfied during the entire work/life journey. It is for everyone-from new college grads to experienced baby boomers who young people go to for advice. An infallible prescription for working in our ever changing digital age, I bought a bunch of copies for those I care about.

A brilliant book for anyone who wants to develop a clear approach to career planning, from millennials starting out through to people at more advanced stages considering how to plan for fulfillment through semi-retirement. For those early in their career, the section on transportable skills is so important given the massive shifts and constantly changing employment landscape; it helps create purpose and focus early on in a career. So often people view a career as a sprint, and this book highlights the importance of longer-term planning - especially important as we continue to live longer and spend more of those years working! Great to read this through once, and then to dip in and out of the exercises for regular refreshers.

Brian offers a well written and easy-to-read take on the modern work-place and where we can invest time and focus to develop our own careers and he brings the book to life with simple, powerful stories from people navigating each stage of their career. He offers a straightforward way to understand where you are today, exercises to help you assess your core strengths, and how to chart the near term and long term path for your career. The book also offers a helpful framework for everyone who is regularly asked for career advice. I highly recommend this for anyone looking to advance their own careers or to help others do the same.

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