

FOCUS: BUSINESS/STRATEGY

Context Reads: A book on worker perspectives...

It's not brand new, but a book that provides unique sets of perspectives on how people view their jobs is entitled "*Gig – Americans talk about Their Jobs*", by John Bowe (Random House). Rather than "straight" business advice, the book provides fascinating, short, first-person narratives of people describing their jobs – why and how, when and what they love – and what they hate. Some vignettes are humorous, some sad; some you will identify with and others – you couldn't care less.



Context
Associate,
Davon Cook

Together, I found the insights very instructive. They allowed me to think about what motivates us as we go to work every day. In this industry alone, we as employers and employees possess hugely varied talents. In reading "Gig", we are offered an opportunity to consider how some people, with what many would consider tough, thankless jobs, perform their work with a sense of mission. At the time I first read it, I forwarded several "capsules" to friends or colleagues just starting out in the workplace because I could see them in the descriptions.

Critical to sound management, we must understand the business. Central to effective leadership, we must both recognize and appreciate the people involved in each endeavor.

For information about the book, visit: <http://www.amazon.com/Gig-Americans-Talk-About-Their/dp/0609807072>.
To contact Ms. Cook, contact her via email at: davon.cook@contextnet.com

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The Context Network provides business management and strategy consulting services to the world's leading agriculture, biotechnology and food companies and government agencies and institutions. Major areas of expertise include strategy, merger and acquisition support, valuation of new technologies, formation of alliances, and market research. The West Des Moines-based firm is composed of a core of professional consultants that is complemented by a network of more than 200 industry and subject-area experts.