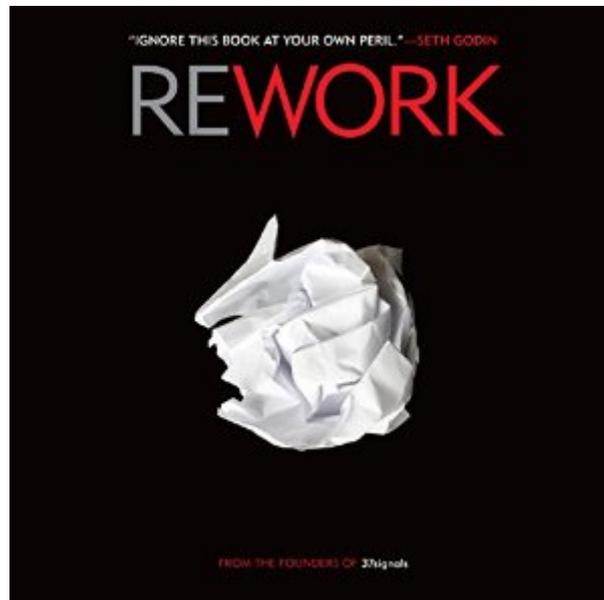


The book was found

# Rework



## Synopsis

From the founders of the trailblazing software company 37signals, here is a different kind of business book - one that explores a new reality. Today, anyone can be in business. Tools that used to be out of reach are now easily accessible. Technology that cost thousands is now just a few pounds or even free. Stuff that was impossible just a few years ago is now simple. That means anyone can start a business. And you can do it without working miserable 80-hour weeks or depleting your life savings. You can start it on the side while your day job provides all the cash flow you need. Forget about business plans, meetings, office space - you don't need them. With its straightforward language and easy-is-better approach, "Rework" is the perfect playbook for anyone who's ever dreamed of doing it on their own. Hardcore entrepreneurs, small-business owners, people stuck in day jobs who want to get out, and artists who don't want to starve anymore will all find valuable inspiration and guidance in these pages. It's time to rework work. --This text refers to an out of print or unavailable edition of this title.

## Book Information

Audible Audio Edition

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## Customer Reviews

One of my biggest gripes about the early reviews to come out about Rework is that they had no substance. Words like "inspirational", "brilliant", and "rethink" generally trigger my BS alarm, so I really didn't know what to expect with Rework. I've been reading Signal vs. Noise, the design and usability blog by 37signals, for a few years now, and I've had plenty of time to become acquainted with Jason and David's style. That I even refer to them by their first names should clue you in to

their style. They come across in writing as they do in their live webcasts and presentations: familiar. Point is, I've been irked by the longest by those vapid early reviews to come out. They meant nothing to me. Hopefully you'll find this review more much helpful for determining whether or not Rework is worth your time.TL;DR Version: Buy the book if you have no idea what 37signals stands for. If you do, expect SvN on paper.Long Version: If you've never heard of 37signals or read Signal vs. Noise and you're a business owner or someone who needs to buy a book for an "entrepreneur" (Jason and David prefer the term "starter"), then this is a pretty good book to purchase. It's 273 pages, but most of that is filled with white space and somewhat relevant artwork (almost too much artwork, really), so it's an easy read. From start to finish I spent just over a few hours reading Rework, and I'm no speed reader by any stretch of the imagination. Don't expect to be blown away by any revolutionary ideas, either. One of the early reviews to come out said, "The clarity, even genius, of this book actually brought me to near-tears on several occasions" (Tom Peters, New York Times bestselling author). I don't want to bad mouth the guy, because I don't know him, but that's some wicked crazy rad hyperbole.

SECOND REVISION: 37Signals is now ACTIVELY MANAGING the comments about this horrid book. They sent a barrage of fanboys to this page to "unlike" this post to move it down the page. There it is in a nutshell folks. Everything I said in this original review -- about 37Signals being an empty suit -- is proven true. Apparently, 37Signals' advice to "pick a fight," means to pick a fight with anyone but them.REVISION: Have you noticed that every time a negative review is posted about this book, the book is magically bombarded with positive one- and two-line reviews that "move" that negative review down the page and keep the book in the four- to five-star range? There's your 37Signals pathology. We don't have to have a good product as long as people THINK we have a good product. We can be paper-thin content-wise, but as long as we keep our four-star rating -- and keep negative reviews buried -- we'll continue to be "successful." Classic.ORIGINAL REVIEW: I had high expectations for this book. I really wanted to like it. But, let's face it: this book is not operating in the real world; it's operating in the 37Signals world. I'm happy they developed their company from scratch and have managed to keep it small and profitable. It is true what they say in the book that your company is more nimble and flexible when it is small. Growth is not only difficult to manage, it's difficult to maintain and even more difficult to sustain. They claim that the reason they've managed to stay small is because they won't compromise their principals and add things to their products THEY don't think their customers need. What they call the "simplicity" of their products, most people call the "limitations" of their products.

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