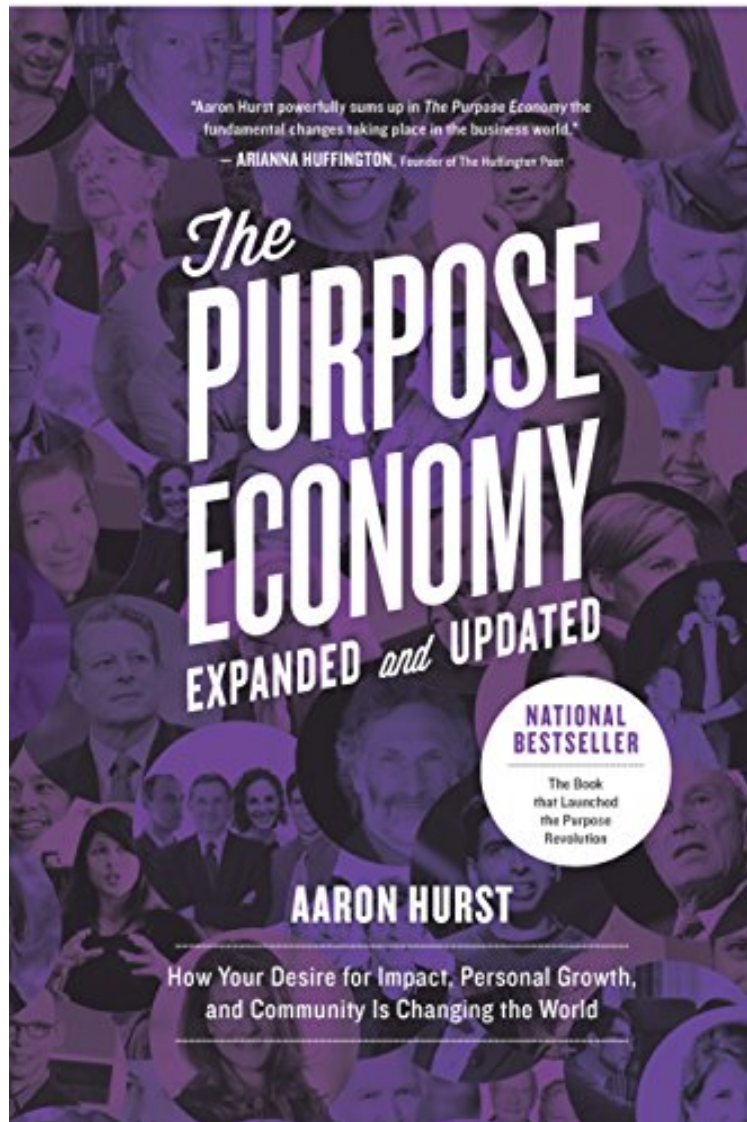


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The Purpose Economy, Expanded and Updated: How Your Desire for Impact, Personal Growth and Community Is Changing the World

Aaron Hurst

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Aaron Hurst : The Purpose Economy, Expanded and Updated: How Your Desire for Impact, Personal Growth and Community Is Changing the World before purchasing it in order to gage whether or not it would be worth my time, and all praised The Purpose Economy, Expanded and Updated: How Your Desire for Impact, Personal Growth and Community Is Changing the World:

1 of 1 people found the following review helpful. Living With PurposeBy William McPeckThe theme of this book is built around the belief that our economy is evolving out of the information age economy and into a new age being dubbed, by the author, as the purpose economy. The author supports his premise by outlining and describing the purpose economy through three perspectives: personal, organizational and societal. I believe the author successfully makes his case.From a basic look at meaning and purpose, to purpose driven motivation, to redefining success in the purpose economy, this book lays out a potential path to where we are headed and what it might mean to us as individuals, our organizations and our society as a whole. As a student of organizations and organizational change, I particularly enjoyed the section on the purpose economy organization.I found the book to be well written and engaging. It contained the right mix of theory, stories and research results to suit my tastes. From my perspective, I would put this book in the must read category for anyone interested in a potential view of the future and what it might mean across the spectrum of life. Employees today are increasingly looking to identify and live a life of meaning and purpose at work. With this predominant desire in place, it only makes sense that our economy will evolve towards being purpose driven as well.6 of 6 people found the following review helpful. Amazing Read, though left me seeking for moreBy AlexThe best part I liked about the book is that it provides rich and relevant examples of purpose driven organizations and individuals. I also liked how Aaron Hurst explained the evolution from various economies and how they build on each other.I wish there were more data and analysis about the drivers, the data such as Climate Change, alarming rate of consumption of water, etc. There is one line mentioning Monsanto being the most destructive company on earth, but that was it nothing else. It left me wondering why? If we are going to talk about Purpose I think we need to be ready to take a deep dive at the good, the bad and the ugly and while there are many examples of purpose driven companies and individuals the fact is many are not today. We are still filled with greedy corporations and individuals. What will it take to convert them, what is the tipping point? I look forward to part II.1 of 1 people found the following review helpful. Perfectly TimedBy Margaux PaganWorking in Chicago with nonprofits and the social sector, I am always searching for content discussing the challenges and potential solutions we face as an industry. The Purpose Economy is a perfectly timed piece, especially, for Chicago. There is much talk about impact, social good, leveraging technology to grow organizational and purposely, however very little talk about the how and why we work so tirelessly. The social sector has a direct impact of our local, state, and national economy; yet we very rarely discuss the impact of our work on our personal economy. This book hits this topic dead-on! Yes, the world is changing...rather evolving into a thought-centric, right-brained approach into solving our communities issues. We seek success differently, not only for personal gain, yet through collaborations to make an impact and change the status quo.The Purpose Economy is directly written for the end-user in mind. Those who seek to impact and change the world, even their own personal worlds. In Chicago, we are hosting a vital discussion of the nature of measuring impact and The Purpose Economy is going to be a hit with our attendees as we share its content (and also give away a few copies). The ways we approach business has changed forever and either we embrace it or fall to the times. I've also read: Why Right-Brainers Will Rule the Future and similarly this notion of the evolving from the Information Age to the Conceptual Age is right in our face everyday as we make decisions personally or professionally. This thinking is moving mountains and so excited to be living in this era where my desire for impact is more than an ideal...it's happening!Thanks Aaron for writing such a great piece and looking forward to others your mind produces.

In 2014 Aaron Hurst, Ashoka fellow and founder of Imperative and Taproot Foundation, published The Purpose Economy, the book that catalyzed the purpose revolution. With his prediction that purpose was the next major economic era, many are now racing to find answers and direction toward discovering their personal, professional, and organizational purpose. Leaders from around the world have embraced Hurst's work and have asked for more.In this expanded and updated edition Hurst unpacks critical new research and tools for individuals and organizations to find purpose and thrive in this new era.Based on interviews with thousands of entrepreneurs, new survey-backed metrics, and refined societal trends, Hurst shows that this new era is fueling demand for purpose-centered professionals who not only create more satisfying careers, but also contribute more productively to teams and organizations.A new view of success based on relationships, impact, and growth is spreading across the globe, and individuals and organizations that embrace that view have emerged as the leaders of the new economy.

"The Purpose Economy has many great ideas that can be used to jumpstart purpose in your own life and career."Josh CramerReader Views "Building on his experience as the founder of Taproot, which connects commerce with social good, Aaron Hurst powerfully sums up in The Purpose Economy the fundamental changes taking place in the business world."Arianna HuffingtonChair, President and Editor-in-Chief of the Huffington Post Media Group"In The Purpose Economy, Aaron Hurst shows how this mass quest for self-expression in the workplace is reshaping corporate behavior and creating new economic opportunities. Filled with insights, this book clarify how technology is changing not only how we work but what we want from work."nbsp;Reid HoffmanCo-founder/Chair of LinkedInCo-author of the #1 NYT bestseller The Start-up of You"Here is that rare animal, a business book grounded in compassion. The Purpose Economy taps into our deep craving for meaning in our life and work. If Aaron Hurst is right, and I think he

is, we are on the threshold of a new, more value-rich era in business. This book will help find your place in it."nbsp;Daniel H. PinkAuthor of To Sell Is Human and DriveAbout the AuthorA globally recognized entrepreneur, Aaron Hurst is the CEO of Imperative, a technology platform that enables people to discover, connect and act on what gives them purpose in their work. Aaron is a close advisor to many global brands and frequent speaker and writer on the development of the Purpose Economy. He is the founder and an active advisor to the Taproot Foundation where he was the catalyst and lead architect of the \$15 billion pro bono service market. He was the creative force behind the conception of the national Billion + Change campaign. Previously he worked in Silicon Valley developing the precursors to social media. Widely known for his thought leadership and a regular blogger for the Huffington Post, Stanford Social Innovation and LinkedIn, Aaron is a member of the Nonprofit Times Power Influence Top 50, and has been recognized as a top social entrepreneur by Fast Company, Ashoka, Draper Richards Kaplan Foundation, Manhattan Institute and the CommonWealth Club. In 2009, he received the highest honor bestowed on an alumnus of the University of Michigan.