



Authentic: How to Make a Living by Being True to Yourself

By Neil Crofts

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Authentic: How to Make a Living by Being True to Yourself, Neil Crofts, Thinking about getting up and telling the world what you stand for is daunting. Actually doing it is terrifying but the rewards are incredible. Imagine spending every waking hour doing what you love. Authentic shows how to do just that. In Authentic, Neil Crofts offers inspiration for individuals tired of career conformity. He shows how we arrived at a situation where many of us are tied to jobs we don't enjoy. He demonstrates the steps you need to take to find out who you are and what you want from life, and finally, he reveals how you can turn all that into a business idea that is Authentic to you. Authentic is a lifestyle book based on practical experience. Neil Crofts' vision of a role that allowed him to be true to himself and make a positive impact on the world around him convinced him to break out of a conventional corporate career. Authentic is about giving others the courage to follow their hearts in the same way.



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