



Improvise: Unconventional Career Advice from an Unlikely CEO

Fred Cook

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This year alone, 3.2 million U.S. students will graduate from college. Unprecedented percentages of them will move back home, and many will be unable to obtain a job in their fields of study. *Improvise* is an inspiring story of how Fred Cook followed an unusual yet fascinating path from young adulthood to the corner office as CEO of the award-winning PR firm GolinHarris. Melding learnings from a lifetime of uncommon experiences with insights from a surprisingly successful corporate career, this book will inspire workers mired in indecision and dimly lit prospects. Following college, Cook was initiated into the business world through a dozen odd jobs, each of which provided valuable insights into the business world and the understanding of how to make the most of even the smallest opportunity. Each chapter delivers a bold truth, supported by relevant episodes from Cook's personal life and reinforced by his encounters with corporate America. Filled with colorful anecdotes about being punched by a guru, stalked by an intern, and lectured by Steve Jobs, *Improvise* is full of hilarious yet poignant moments.

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