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Succeed On Purpose CEO's New Book, *The New World of Work*, Says Career Planning Strategies Must Be Completely Overhauled

Evolving Workforce Dynamics Demand Careers With Virtual Characteristics

IRVING, Texas (Feb. 14, 2013) – the new, eye-opening book, *The New World of Work: From the Cube to the Cloud*, describes the transformation of work platforms and talent-sourcing that is revolutionizing not just how and where work is performed, but the way business is being done.

Co-authors, Terri Maxwell, CEO of [Succeed on Purpose](#) and Tim Houlne, CEO of [Working Solutions](#), emphasize the need for a new methodology for career planning in The *New World of Work*. Technology enablement is continuously reshaping what work can be performed virtually. As more virtual work platforms emerge, traditional functions will ultimately move to the cloud.

The New World of Work: From the Cube to the Cloud details the role of cloud-based computing in disintegrating the boundaries of work, simultaneously blurring career lines. Companies now need professionals that are both specialized and have a wide range of expertise. They need operationally minded marketers and sales-driven engineers. As the corporate walls implode, so do the boundaries of careers.

“Yesterday’s jobs don’t exist, today’s jobs *won’t exist* in a few years and tomorrow’s careers haven’t even been created yet,” Maxwell said. “For example, should customer service be a department; or should it be embedded in every fiber of the corporate structure as Zappos does?”

The authors have donated books to their alma mater, [University of Texas at Dallas \(UTD\)](#), to allow a fifty percent discount through February 22, 2013, at the [UTD Bookstore](#). View a video book trailer for *The New World of Work: From the Cube to the Cloud* [here](#).

About *The New World of Work: From the Cube to the Cloud*

The New World of Work: From the Cube to the Cloud is the new, eye-opening book that underscores startling statistics about the global labor force. *The New World of Work* provides the knowledge to propel careers and businesses forward with a better understanding of next-generation work by explaining how to become a Virtualpreneur™ and highlighting how businesses can compete for virtual talent. Learn more by visiting www.newworldofwork.com. To order the book, [click here](#).

About the Authors

With more than fifty years of combined leadership experience, Tim Houlne and Terri Maxwell stand at the forefront of a transformation reshaping everything we know about careers and talent strategies.

Terri Maxwell provides game-changing insights to transform businesses, people, and industries. She is a powerful, passionate leader known for simplifying formulas for success and igniting potential. In a career spanning more than 20 years, Terri puts her talents to work for large and small companies, and is a well-known consultant to businesses and entrepreneurs seeking to accelerate growth. She built numerous successful companies and created an impressive and well-known business incubator, Succeed on Purpose Inc. in Irving, Texas.

Tim Houlne is a visionary whose longstanding, futuristic predictions about the virtual workforce is now a reality. He recognizes and understands market trends, and uses that unique knowledge to transform industries across the business landscape. His understanding of the virtual workplace is unparalleled, and his drive to uncover new concepts is matched only by his passion for growing profitable businesses. Tim holds the position of CEO at Working Solutions, a premier virtual agent and technology solutions provider in Dallas, Texas.

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