The New World of Work

Succeed On Purpose CEO Affirms Career Opportunities Are More Readily Available Virtually Than Locally

The New World of Work Turns Savvy Professionals Into Virtualpreneurs

IRVING, Texas (April 4, 2013) – the new, eye-opening book, ***The New World of Work: From the Cube to the Cloud***, credits virtual business models for multiplying job opportunities and spawning new career paths. Companies adopting the [new world of work](#) mindset gain significant competitive advantage and cost savings.

Co-authors, Terri Maxwell, CEO of [Succeed on Purpose](#), and Tim Houlne, CEO of [Working Solutions](#), cite the latest statistics from a plethora of relevant sources. The authors reference Telework Research Networks, which states businesses that let one hundred employees work half of their time from home can save more than one million dollars a year. In addition, companies can find better talent virtually, without borders, simultaneously increasing profitability, productivity and worker satisfaction.

"Technology advancements enable nimble professionals to jump from the cube to the cloud and take on virtual employment opportunities," said Maxwell. "In the new world of work, the bar has been raised. Skilled help no longer needs to live within a fifty-mile radius, which means companies have the nation or the world as their recruiting pool."

The New World of Work: From the Cube to the Cloud identifies key virtual work platforms that have revolutionized the talent marketplace. Companies such as oDesk, Elance.com, Freelancer.com and Working Solutions link corporations with virtual talent to fill work gaps on a contract basis. They are essentially matchmaking projects to talent. As an added benefit, the virtualization of careers is good news for the economy because the professionals who choose this path – the Virtualpreneurs™ – will find plenty of work.

Maxwell and Houlne have donated books to their alma mater, [University of Texas at Dallas (UTD)](#), to allow a fifty percent discount at the [UTD Bookstore](#). View a video book trailer [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*** describes the transformation of virtual work platforms and talent-sourcing that is revolutionizing not just how and where work is performed, but the way business is being done. The book 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.

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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. Tim Houlne is a visionary whose longstanding, futuristic predictions about the virtual workforce are 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.

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.

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