

The New World of Work

Succeed On Purpose CEO Says Technology Tipping Point Propelled *The New World of Work*

New Book Describes Business-Transforming Virtual Work Platforms And Talent Sourcing

PLANO and IRVING, Texas (March 14, 2013) – the new, eye-opening book, ***The New World of Work: From the Cube to the Cloud***, details an unstoppable phenomenon that is disrupting the way people work and how businesses must operate to remain competitive.

Co-authors, Tim Houlne, CEO of [Working Solutions](http://www.workingsolutions.com) [http://www.workingsolutions.com], and Terri Maxwell, CEO of [Succeed on Purpose](http://www.succeedonpurpose.com) [http://www.succeedonpurpose.com], spotlight three technology-based trends driving *The New World of Work* [http://www.newworldofwork.com]. They delve into the ways work has been fractionalized, careers have been virtualized, and talent has been globalized. Together, these workforce advancements have triggered a business evolution and entrepreneurial career mindset that will forever change the global labor and economic market.

“From cloud computing and crowdsourcing to instant access with mobile devices, the New World of Work revolution is unavoidable in our always-on society,” said Maxwell. “We spotlight case studies of businesses leveraging technology to create unique value propositions and uncover bottom line savings. Readers will be inspired to explore new business, career and talent models driven by a cloud-based world and a workforce motivated by its *passion* for the work, rather than the *location* of the job.”

The New World of Work: From the Cube to the Cloud reveals the technology tipping point that has enabled a new, virtual universe and accelerated the speed of business. As virtual collaboration tools and mobile technology improve, virtual work will become easier for a hyper-available, digitally connected workforce. The book provides key tactics to navigate this alternate universe.

The authors have donated books to their alma mater, [University of Texas at Dallas \(UTD\)](http://www.utdallas.edu) [http://www.bkstr.com/webapp/wcs/stores/servlet/ProductDisplay?catalogId=10001&categoryId=152755&langId=-1&productId=69973789&storeId=128404&productStoreId=128404], to allow a fifty percent discount through March 31, 2013, at the [UTD Bookstore](http://www.utdallas.edu) [http://www.bkstr.com/webapp/wcs/stores/servlet/ProductDisplay?catalogId=10001&categoryId=152755&langId=-1&productId=69973789&storeId=128404&productStoreId=128404]. View a video book trailer for ***The New World of Work: From the Cube to the Cloud*** [here](http://www.youtube.com/watch?v=7ITeRxtCjql&feature=youtu.be) [http://www.youtube.com/watch?v=7ITeRxtCjql&feature=youtu.be].

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. Learn more by visiting

The New World of Work

www.newworldofwork.com. To order the book, [click here](http://www.amazon.com/The-New-World-Work-Cloud/dp/0982562276) [http://www.amazon.com/The-New-World-Work-Cloud/dp/0982562276].

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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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