

Succeed On Purpose CEO Urges Business Leaders To Close the Talent Gap By Transforming The Learning Experience

The New World of Work Uncovers The Lack of Skilled Recruits To Fill Highly Specialized Jobs

IRVING, Texas (April XX, 2013) – the new, eye-opening book, ***The New World of Work: From the Cube to the Cloud***, emphasizes the speed of business and technological change has outpaced the ability of many workers to adapt, resulting in a **mismatch** between work and the skill required to fulfill demand. In the [new world of work](#), businesses are challenged with finding team members with necessary expertise and attitudes that will add value to their enterprise.

Co-authors, Terri Maxwell, CEO of [Succeed on Purpose](#), and Tim Houlne, CEO of [Working Solutions](#), quote the International Labor Organization statistics that as of late 2012, two hundred million people are out of work globally – with an estimated 40 million of those unemployed workers in advanced societies including the United States, Japan and Europe. Yet at the same time, businesses in those nations lament that they are unable to find qualified workers.

“Companies will no longer be able to rely on the public education system to self-correct the gap in talent,” said Maxwell. “They will need to rely on internally developed education processes and systems to build the skills into a curriculum specific to their business needs.”

The New World of Work: From the Cube to the Cloud reveals one solution to the gap in training a skilled workforce through certification programs that businesses manage themselves. These programs would eliminate the economic barrier that traditionally prevents students with little or no financial means, and allow a broader base of talent to participate in the curriculum and fill the void. Workers who complete the programs will then have valuable work experience, knowledge and training to apply to present as well as future positions.

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.