

REINVENT YOURSELF

ABOUT THE AUTHOR (Excerpt)

I released my first book in 1995 titled, "Entrepreneurology," which was available only in the bookstores of the universities in which I taught, as the official textbook for my signature courses in Entrepreneurship. My second book release was on 11/23/08 titled "Entrepreneurial Decision Making" and available to the public.

This book you are about to read is my third book in what has inadvertently become a series on choosing a career as an entrepreneur as part of a life-changing epiphany event, which for some folks has always been a dream and for others a way to temporarily or permanently survive. I encompassed both phenomena.

I have always prided myself on "Walking the walk and earning the right to talk the talk" and this book continues that pursuit with my own personal stories, on which I will share both my triumphs and my failures, the latter of which may have led lesser men/women to unfortunate endings. I will also share with you many stories, which you should find very inspirational, of other re-inventors, who crossed-over to a new life.

I believe these stories, which read like mini novels, can be a positive influence for those either already in a mess or expecting same. Whether we wish to acknowledge it or not "Crap Happens," no one is exempt and how we deal with it challenges our very existence and ultimately determines our fate, future and who we really are

Unfortunately for those who either do not have the desire and/or the wisdom to reinvent themselves, life can become a continuing conundrum with very unhappy consequences.

PREFACE (Excerpt)

Rarely has there been a phase so apropos as the phrase "REINVENT YOURSELF" in an era where all we are doing is just that-reinventing ourselves! Our society continues on its perpetual quest to REINVENT itself since that phrase has become synonymous with reenergizing, reigniting, rebirth, revitalization and reincarnation all of which point to a new beginning. AARP has a Friday night special with Jane Pauley featuring people who have reinvented themselves. Advertising is in a constant state of reinventing itself to meet current trends. Automobile manufacturers bring back retro cars; such as, the Mustang, Camero, Charger, Challenger as reinventions of classic cars. Fashion designers reinvent fashion. Home decor goes from one era to another and back again. The very existence of beauty parlors is exemplary of reinvention as is breast augmentation, plastic surgery, wigs, the car we drive are just a few examples of the reinvention psychosis in which we humans partake.

Politicians reinvent themselves all the time from one party to another, from one ideology to another, Entertainers jump from one audience appeal to another, Businesses change packaging but keep the same content and we mere mortals spend billions of dollars on cosmetics, clothing, transportation, vacations, homes, education and professions to create an image that is in a constant state of flux. Perhaps we can title this phenomena "Perpetual Motion" or in this case "Perpetual Reinvention." We morph from

one look to another, from one career to another and so very often from one significant other to another-all in the name of reinventing ourselves.

Having said this, I thought I would tell my story of reinventing myself in so many different venues and circumstances that any one reinvention may resonate with you my reader and may be of value to you in your own reinvention pursuits.

Why do we engage in such behavior, which for some may mean moving to a new geographic location, finding a completely different life companion, going back to school-even changing career disciplines, jumping ship and changing total lifestyles or going on a perpetual sabbatical-like buying and living aboard a boat and circumnavigating the world or just plain dropping-out. The person with the trophy wife or husband, who loses everything in a divorce may connect with a completely different mate the next time around, the executive, who is too busy to be with his/her family and has all the perks may opt-out for a small business where blue jeans, instead of haute couture, is the dress of the day.

Behavior scientists have a field day answering the above question; however, my answer, having been there and done that, is SURVIVAL pure and simple. This book will explore the many situations in which we find ourselves and some proven remedies, at least by my standards, to correct the problem and move-on and up a happier and more rewarding path.

Thoughts to Contemplate (excerpt)

Having gone through my share of reinventions, I strongly suggest that every individual contemplating a life change review all the exciting possibilities of such a change before actually making the change; in other words, go shopping for the new self as if you were shopping for just the right spouse or car or home et al.

Take your time before committing to a specific change until you are absolutely convinced that the career, significant other or geographical change is best for you and you are not digging the whole deeper, sort of speaking, by the wrong reinvention.

I have, not only seen this happen to others, but also, I too experienced jump starting changes in my life that were pre-mature and round up doing double duty to get back just to where I was before I made the wrong change.

Just keep in-mind that in your new state you may well look back on your “life changing event” as the best thing to have ever happened to you as you enjoy your new life; it is therefore in your best interest to develop a “Shopping List” of reinvention options before you select one.

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