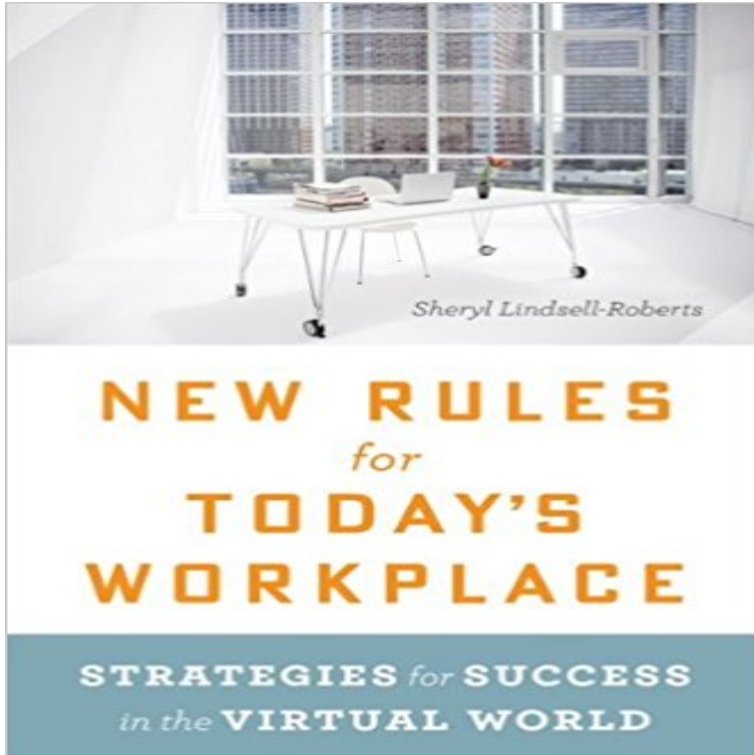


# New Rules for Today's Workplace: Strategies for Success in the Virtual World



In her newest book, business communications expert Sheryl Lindsell-Roberts delivers timely advice for employees, managers, and business owners on surviving and succeeding in today's technology-dependent workplace. An antidote to the boring business book, *New Rules for Today's Workplace* is filled with real-life stories from workers at such successful companies as TiVo, Pegasystems, OneBeacon Insurance, and Brown Brothers Harriman. They all share secrets for today's key challenges: managing and working remotely. Managers offer advice on hiring remote workers and evaluating the performance of offsite employees. Facilitators give tips on running virtual meetings. At-home workers tell how to minimize distractions. Each chapter is packed with ready-to-use strategies. Readers will learn how to prepare attention-grabbing webinars, use Twitter as a job-search tool, format an electronic resume so it gets noticed, and much more. Whether you're hankering to reap the rewards of the social networking phenomena, joining a multigenerational workforce, managing or working remotely, or you simply need to get up to speed on the hottest techniques in business training, this practical guide will show you how to get ahead and stay on top.

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