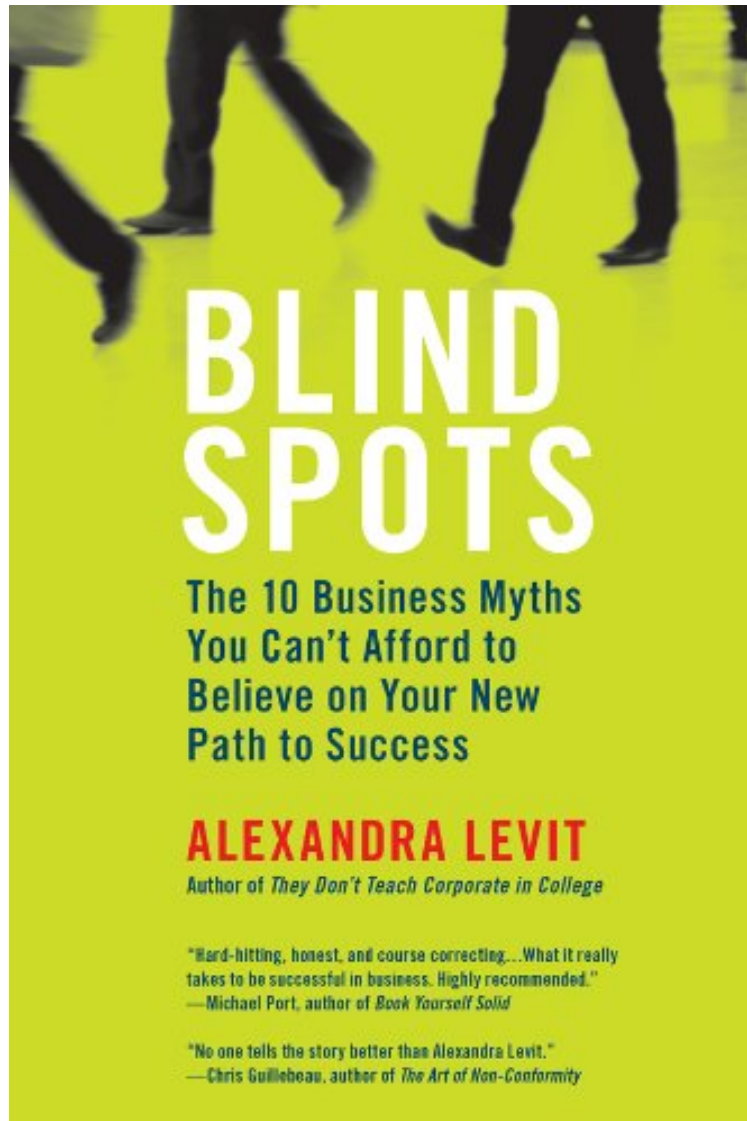


Blind Spots: 10 Business Myths You Can't Afford to Believe on Your New Path to Success

Alexandra Levit

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Alexandra Levit : Blind Spots: 10 Business Myths You Can't Afford to Believe on Your New Path to Success before purchasing it in order to gauge whether or not it would be worth my time, and all praised Blind Spots: 10 Business Myths You Can't Afford to Believe on Your New Path to Success:

1 of 1 people found the following review helpful. Very HelpfulBy SusanI echo the other positive reviews and highly recommend this book to anyone struggling to maintain their sanity in the working world. In this book, Alexandra Levit tells you the kind of advice you really need to hear but nobody will tell you to your face. She decodes so many aspects

of working life and will challenge you and ease your worries all at the same time. I love her honesty. She fully recognizes the very real challenges of the working world but also empowers you to find success. Her other book, *They Don't Teach Corporate in College*, was also very helpful. I have yet to find any other self-help authors quite like Alexandra Levit. I really appreciate her balanced point of view.

5 of 6 people found the following review helpful. A treasure-trove of practical, helpful advice for anyone's career

By Yelda Basar Moers

Alexandra Levit calls out those business myths we've heard repeatedly in her latest book *Blind Spots: The 10 Business Myths You Can't Afford to Believe on Your New Path to Success*. Beliefs such as overnight success is possible, do what you love and the money will follow, job performance trumps everything, climb the corporate ladder as soon as possible, and you won't get laid off if you're too essential.

Levit is a premier expert in her field, authoring several books (*Blind Spots* is her sixth book) and regularly addressing major corporations about issues in the workplace. She also has an award winning blog, was chosen as *Money* magazine's best online career expert, and writes in a clear, candid, personable voice driven by a deep purpose to guide those trying to make their way through the business world. She's been there herself; she faced it all early in her career, and that has fueled her compassion to help others succeed.

I find that many business and career self-help books are either bogged down in facts and figures, or go on and on with simplistic and boring anecdotes, which can dull the mind. Levit has spoken to numerous sources and filled her pages with useful, enlightening research. For instance in her chapter "Overnight Success is Possible," she writes that most people set unrealistic timelines for their goals, underestimating the time it takes to achieve those goals. She writes that it takes ten thousand hours of work to reach the top level of a particular discipline, making overnight success nearly impossible.

Levit also shares that as much as you think you're invaluable to a company, it's important to have a platform, a website, blog, anything to promote what you do and what you believe in. She also handles what to do if you do get fired, how to stave off firing, and why leaving the corporate world for entrepreneurship isn't the best idea for everyone.

My favorite myth: Do what you love and the money will follow. How many times have we heard that saying? She completely debunks it, reminding the reader that only a very few do what they love and make money from it. It is simply not possible to select any field and expect to make a good living, despite how much you love it, despite how hard you work. The solution, she says, is to select a career that you like well enough that also earns you sufficient pay to live comfortably. Also become an expert at something; it's more likely to create career passion than going after a dream career.

Finally, as for that dream career, Levit writes that a person who is fortunate enough to start making money with a dream job often finds that the situation isn't so dreamy after all. He or she expects that the job will fulfill personally and professionally, at all times, and when the stress that's associated with working sets in, that passion may begin to wane.

Levit is not dashing anyone's dreams. She is being positively realistic. Isn't this the best advice? Too much dreamy advice from business and self-help books, it's best to leave those in the clouds. In a bad economy, we need workable solutions, not lofty ideals. Her encouraging voice gives the answers that we all need to hear.

1 of 1 people found the following review helpful. Tough love meets true strategies for sustainable career success

By Alexia Vernon

Alexandra's ability to get right to the heart of self-sabotaging beliefs and how to tweak them coupled with her historical and contemporary stories has really moved me. Her latest book is *OUTSTANDING* and an important resource for anyone looking to build a business and/or career that is successful, meaningful, sustainable and full of integrity.

"You want-you need-Alexandra Levit as your guide." -Daniel H. Pink, New York Times bestselling author of *Drive*

There's been a major paradigm shift in business practices and the workplace. Alexandra Levit tells readers what no longer holds true for getting ahead today, and debunks business myths that are more dangerous and less viable than ever-given the current climate of ethical scrutiny and intense competition-including it's best to climb the ladder as fast as possible, and that employers want you to be yourself.

Levit offers something better in place of these myths: practical advice on what it really takes to succeed in this new values-driven environment.

"Alexandra Levit tells it like it is-not how we'd like it to be-busting myth after myth along the way to get us exactly where we want to go."