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# The BOOM! BOOM! Book



## Synopsis

What do these statements have in common? - The Person You Have to Keep Happy in Your Life is YOU! - Don't Love the Company, the Company Can't Love You Back - It Can't Happen to Me. Wanna Bet? They are just three of the tips in the hot new book called The BOOM! BOOM! Book: Practical Tips to Make Sure Your Career Doesn't Go BUST! Award-winning journalist and business executive Michael Ryan gives it to you straight. There's no sugar-coating here. Just solid advice that could either help make or break your career. He has seen a lot the good and the bad and is eager to share his experiences to help others. He details the road to success, how to take care of yourself, how to take control and what to avoid if you become a manager. The book's theme is based on the movie that debuted in 2000 called Pay IT Forward, where the gifts we receive are meant to be shared. The book's goal is to start a conversation. After reading, make sure you submit your own BOOM! BOOM! Tips at [theboomboombook.com](http://theboomboombook.com) so you can pay it forward. In the book, Ryan shares lessons from his own career and from others. For example, it was former Xerox human resources vice president Don Zrebiec who said don't love the company, the company can't love you back. This was an attempt to wake employees to the new reality, to the dramatically changed environments they were now part of, Zrebiec said. It was attempting to emphasize that their relationship with their company was an economic one and could and probably would be terminated any time those economics changed. How prophetic Zrebiec was with the loss of millions of jobs when the economy tanked and businesses started shedding their workforces. Ryan emphasizes that people need to find their passion in life and be willing to take risks. He tells about a former co-worker, Amir Raza, who quit a high-paying sales position to take a job paying a quarter of what he was making to pursue his dream of getting into television. Amir reveals the lessons he learned going through this life-changing experience. The BOOM! BOOM! Book's practical advice can be applied by anyone in his or her work career. Ryan asks just one thing: remember to Pay It Forward.

## Book Information

Paperback: 120 pages

Publisher: Ryan Media Consultants; 1st edition (March 27, 2013)

Language: English

ISBN-10: 098894880X

ISBN-13: 978-0988948808

Product Dimensions: 7.9 x 4.9 x 0.4 inches

Shipping Weight: 4 ounces (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 starsÂ Â See all reviewsÂ (5 customer reviews)

Best Sellers Rank: #154,237 in Books (See Top 100 in Books) #5 inÂ Books > Business & Money > Job Hunting & Careers > Job Markets & Advice #982 inÂ Books > Business & Money > Business Culture > Motivation & Self-Improvement #40659 inÂ Books > Reference

## Customer Reviews

Although I retired more than 20 years ago from an enjoyable and successful 38 years in Broadcasting and Broadcast Advertising, culminating as a VP, Director and Department Head at a major Advertising Agency, I found that the lessons author Michael Ryan learned from his personal career journey, so skillfully describe in The Boom! Boom! Book, mirrored many of the experiences and decisions I faced. Had The Boom! Boom! Book been suggested reading as I entered the workforce it's possible I might have avoided a few wrong turns and questionable decisions that are inevitably part of most work experiences. I found it fascinating to reflect on each of his 34 Tips. How did I measure up? How was my decision making process? What could I or should I have done better as an employee and as part of management? In honest reflection, there are a few things I would have changed. I realize, in hindsight, that many of Michael's tips would have been helpful at various stages in my career. The Boom! Boom! Book may be too late for me, but it is not too late for me to "pay it forward" to my children and grandchildren who are pursuing their own careers. Or, if you are retired, read it anyway. See how you measure up. Nice job, Michael!

I saw the author, Michael Ryan, on "Morning Joe" a few weeks ago and was very impressed with the interview and his book, so I decided to purchase a copy....and I'm very glad that I did. The book is very well written with humorous anecdotes from Mr. Ryan's years in the newspaper and television industry. He does a great job weaving his stories and using them to illustrate common sense points about one's career. The book was a very quick read, partly because of the quick chapters (each one is less than 10 pages) and partly because of the quality content of each chapter. It's a book to own, not borrow, as I think I will be using this book to refer back to as I continue my career. I would recommend this book to everyone who wants to improve their career and, in turn, their life. I wish I would have read this book at the beginning of my career, as I think it would have helped me avoid some of the pitfalls I have encountered through the years. It would be a great book to give to upcoming graduates who could use a "road map" to help guide them as they embark on their careers.

I purchased this book for a college course... Feels a little preachy. The author is caught somewhere between trying to be modest and being downright boastful. He's a well-respected journalist in his field -- which is where the look-at-how-awesome-I-am comes in -- but then the entire premise of the book is learn-from-my-mistakes-so-you-may-do-them-better. Most of the book is common sense stuff: have goals, don't back-stab people, work at something you enjoy... It's great advice for someone who needs a little help, but pretty boring for someone who's already got all that figured out. I will say the writing is excellent.

I have recommended this book to people ranging from a college student nearing graduation, to a fifty year old who needs a career change. Very practical advise.

Mike has created a transformational manifesto on living life. Its well structured "tip laden" format is easy to follow and it is one of those rare books the reader can't put down until read. The common sense gems within this book are presented with stark, but up-beat, realism and we strongly recommend this book to others who are in or studying business as required reading.

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