

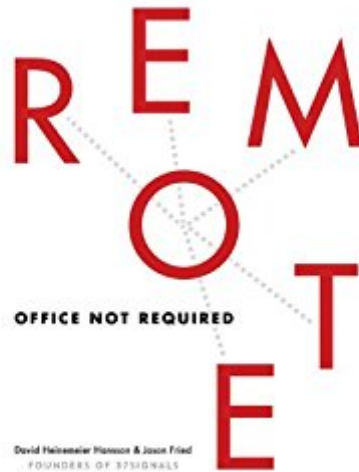


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# Remote: Office Not Required

From the authors of the New York Times bestseller *REWORK*



## Synopsis

The "work-from-home" phenomenon is thoroughly explored in this illuminating new audiobook from best-selling 37signals founders Fried and Hansson, who point to the surging trend of employees working from home (and anywhere else) and explain the challenges and unexpected benefits. Most important, they show why - with a few controversial exceptions such as Yahoo - more businesses will want to promote this new model of getting things done. The Industrial Revolution's "under one roof" model of conducting work is steadily declining owing to technology that is rapidly creating virtual workspaces and allowing workers to provide their vital contribution without physically clustering together. Today, the new paradigm is "move work to the workers, rather than workers to the workplace." According to Reuters, one in five global workers telecommutes frequently and nearly ten percent work from home every day. Moms in particular will welcome this trend. A full 60% wish they had a flexible work option. But companies see advantages, too, in the way remote work increases their talent pool, reduces turnover, lessens their real estate footprint, and improves the ability to conduct business across multiple time zones, to name just a few advantages. In Remote, iconoclastic authors Fried and Hansson will convince listeners that letting all or part of work teams function remotely is a great idea - and they're going to show precisely how a remote work setup can be accomplished.

## Book Information

Audible Audio Edition

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Whispersync for Voice: Ready

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## Customer Reviews

Fantastic book from Jason Fried on the exciting life of Remote working. Our typical preconceived

ideas regarding remote working is "out of sight, out of mind" or "if I can't see them, they must not be working". This book debunks those myths and share successes from their own company 37Signals. This book highlights:

- \* Success is how productive you are, not location
- \* You can work from anywhere, anytime
- \* Measure success on project / task completion rather than how visible you are at the workplace.
- \* Have crossover times when all / most employees can attend meetings regardless of time zone.
- \* Work and Life are both important - not one or the other.
- \* Certain groups are more pre-disposed to success in working remotely - not every job can do this.
- \* Start small and build the program. Experiment.
- \* Don't let geographic location restrict you from getting the best talent possible.
- \* Much more.

I love this book. The world's workplaces are exploring this concept more and more to support environmental sustainability as well as procuring and maintaining the best talent possible. It is a quick read or listen and it is full of simple advice.

I've been a remote worker for 3 years and can't imagine going back to an office. I'm more productive than I've ever been and this book details exactly how that's accomplished. Great explanations of resources, potential obstacles and innovative solutions for getting things done, and still feeling connected.

Contrary to some of the negative reviews here, I personally believe that REMOTE is chalked full of practical advice for running a successful Remote company. It covers set up, management, hiring and best practices for Remote companies. There is certainly a good chunk of the book dedicated to making the 'case' for remote work and if you're already bought into the idea, you probably could skim through this and not miss much. After reading this book on my flight back from Paris, I implemented the group chat advice and I experienced a significant increase productivity, cross function communication and real human interaction. Remote work isn't just about sitting in your home office and working in pajamas. Remote (the book) advocates a philosophy that if you hire talented adults, give them ownership and provide them with the necessary environment for them to succeed, you can build something great. I hope this review helps @JimmyMackin

The dedication from one of the authors sets the tone for the book (I'm not going to give it away, but it made me laugh out loud). What I liked about this book is that it gave me new ideas for how remote working could function well from a number of perspectives:- as an employee- as an employer- in a client/agency role I thought it was a good balance of the why and the how, and appreciated that it also talked about some of the downsides. This book helped me see why remote working didn't work

in some of the environments I've worked in, and is helping me figure out how I can make it work in my current situation where I have clients in other cities that would like to work with me. The most practical part of this book for me were the chapters on "How to Collaborate Remotely", "Hiring and Keeping the Best" and "Managing Remote Workers". I like the idea of the virtual watercooler and the Campfire rooms for different topics. The illustrations were cool, too.

The guys from 37signals hit the nail on the head again. If you've read their blog, followed Jason or David on Twitter, or just familiar with "Getting Real" or "Rework" then some of what you'll read here isn't totally new. That being said, there's lots of goodies here. As technology has progressed, it's never been easier to work from anywhere, as long as the work you're doing lends itself to doing so. This is an argument I've had with many bosses, managers, and co-workers over the years. Jason and David do a fantastic job of explaining why the old ideas are outdated and why working remotely can, quite simply, work. While much of the book has been covered in smaller bits in their other works (including blog posts or Jason's TED talk), this book is hyperfocused on the idea of being a remote worker and a company/manager of remote workers. If you're looking to convince your boss to let you start working remotely, this is a must read book. This book isn't for companies already doing this like 37signals, Github, or even Intel (mentioned in the book), but rather those companies that aren't utilizing a remote working strategy or those that refuse to even consider one. There will be lots of people who dismiss this book saying things like "it won't work for my team/company/employees" and those people may be right, but that doesn't mean it won't work for others. There's more than one way to work, and these guys aren't just talking about it, they're doing it.

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