

The Gig Economy The Complete Guide To Getting Better Work Taking More Time Off And Financing The Life You Want

Win in a world of increasing choice by becoming the clear, unique fit. The gig economy is made up of project-based, or on-demand services, that can be provided by anyone. The common denominator in the gig economy is technology, so our modern online-lives provide the perfect marketplace for the ever-diversifying opportunities in the gig economy. By some estimates, 2020 will see half of all workers involved in the gig economy. Are we ready for this seismic shift in our work lives? Freelancers need to clearly answer "Why choose you?" so that they stand out in the new economy. Because all workers in the gig economy need to bluntly pose this question to themselves, The Gig Is Up is designed to answer this one key point head-on, giving readers innovative tools like Unique Value Proposition to confidently step up. The Gig Is Up offers the best boots-on-the-ground methods for success, by evolving the reader's perspective and process. Many books on the gig economy focus on letting people live out their dreams, instead of looking at the realities of what it truly takes to win in a world of increasing choice. People need to understand how to compete and how to put the best version of themselves up front and center. The goal in competing today is to not only be chosen, but to move toward becoming the only choice, over and over again

For many, the gig economy is part of everyday life. It affects how our food and groceries are delivered, our transportation options, and where we stay when we travel. But while apps like Uber tend to receive the most attention, this shift in the labor market manifests in many different ways. Essentially, it applies to anyone who forgoes traditional full-time employment for temporary or contract-based work. Your readers will experience a wide range of viewpoints that consider how the gig economy has developed, its advantages and disadvantages for both workers and consumers, and whether regulation could help ensure its growth is beneficial to all involved.

Machine generated contents note: Preface, by Kim Tolley Acknowledgements 1. From Golden Era to Gig Economy, by A. J. Angulo 2. Understanding the Need for Unions, by Adrianna Kezar and Thomas DePaola 3. A Long History of Activism and Organizing, by Timothy R. Cain 4. Union Organizing and the Law, by Gregory Saltzman 5. A Just Employment Approach to Adjunct Unionization, by Joseph McCartin and Nicholas Wertsch 6. Unionizing Adjunct and Tenure-Track Faculty at Notre Dame de Namur, by Kim Tolley, Marianne Delaporte, and Lorenzo Giachetti 7. Unions, Shared Governance, and Historically Black Colleges and Universities, by Elizabeth K. Davenport 8. Forming a Union, by Shawn Gilmore 9. Wall to Wall, by Luke Elliot-Negri 10. California State University East Bay, by Kim Geron and Gretchen M. Reevy Conclusion, by Kim Tolley and Kristen Edwards Contributors Appendix Index.

Take an in-depth look into the gig economy to see how tech professionals and entrepreneurs can earn a living as freelancers and contractors. Build your own business. The pros and cons of the lifestyle and what to expect from it are discussed. In this book, author Adam Sinicki explains the impact of the gig economy and the forces that led to it as it relates to technology and working online. You will understand how to make a living supplying tech skills on a "per gig" basis. Practical instructions, advice, and tips are provided on goal setting, lifestyle design, and selecting the types of work and contracts that further your goals and support the things you value as you transition from a 9-5 job. What You'll Learn Know the types of work that a tech freelancer can offer: coding, SEO, web development, 3D modeling, and more Find and manage clients Negotiate pay and contracts Stay productive without a manager Discover useful tools, websites, and apps to build your business and ensure a steady income Who This Book Is For Entrepreneurs who are already a part of the gig economy and want to learn more about their options, tech professionals looking to transition to purely freelancing/contracting, companies interested in learning more about this change in the jobs market, technologists interested in exploring how the Internet is shaping the way people live and work, and professionals interested in lifestyle design or becoming "digital nomads"

The Gig Economy The Complete Guide to Getting Better Work, Taking More Time Off, and Financing the Life You Want AMACOM I am excited to share with you the BOLDER technique - a key to thriving in the Gig Economy. In a bright summer morning of 2004, I quit my salaried job. I understood that the future of work is gig work. For the last seventeen years I have mastered the process and skills of professional self-employed gig work. These skills represent a unique synthesis of personal introspection, reflection, orientation, strategy forming, and so much more. It was not easy; it was a challenging journey of personal transformation. I tried, failed, and tried again. I ran into more dead ends than I would prefer to admit. I persevered. The future of work is different than what we have experienced in the last century - the future of skilled, expert, professional work is gig work. My BOLDER technique to thriving in the Covid-19 gig economy saves you precious time! You will learn in a month what I spent seventeen years perfecting. Hurry, your competition is doing the same, and you are running out of time! But first let us acknowledge reality. We are living through exciting yet unsettling times. We are experiencing the turning point of an age... a transition from the late industrial era to the age of software. Look around you, software is everywhere. In 2011 Marc Andreessen from Venture Capital Horowitz and Andreessen said: "Software is eating the world." In the last decade and the decades to come software will continue to devour the world as we know it, bringing about extraordinary changes to our lives. One of the prime places for software disruption is the workplace. The traditional workplace as we know it is a remnant of the industrial age. It is ripe for disruption. As a matter of fact, the disruption has begun with companies such as Uber and Airbnb among others, more than a decade ago, and it has accelerated since. On top of which, Covid-19 pandemic has ushered in a mega-disruption to many aspects of our lives: work included. What is the Gig Economy, why is it disrupting the traditional industrial era workplace, and what can you do to thrive in the future of work? The gig economy is based on flexible, temporary, or freelance jobs, often involving connecting with clients or customers through an online platform. Some claim that for gig economy workers the resumes are out experience is in. In a gig economy, temporary, flexible jobs are common, and companies tend toward hiring independent contractors and freelancers instead of full-time employees. The gig economy can benefit workers, businesses, and consumers by making work more adaptable to the needs of the moment and demand for flexible lifestyles. At the same time, the gig economy can have downsides due to the erosion of traditional economic relationships between workers, businesses, and clients. Workers in the gig economy are more like entrepreneurs. While they might have greater freedom of choice, their job security is rapidly becoming a thing of the past. With the impact of Covid-19 upon us, the gig economy is accelerating - do not be left behind! What can you do to thrive in the future of work? In this book you will get to practice and develop critical skills which will allow you to thrive in the gig economy. Enjoy the read Michael August 2020

Create A Flexible, More Lucrative Career By Successfully Navigating The Gig Economy Using This Guide A gig economy is rife with temporary, flexible jobs. This is because companies are more inclined to hire freelancers and independent contractors, instead of full-time employees. Often times, the gig economy involves connecting employees with clients through an online platform. What sets a gig economy apart from the traditional economy is that freelancers are dynamic, jumping from one opportunity to another, while full-time office workers focus on stable careers that will last until they retire. The gig economy has significantly benefitted businesses, consumers, and workers alike by creating an environment where work can be more accessible, and more adaptable to real-time needs and lifestyle demands. In this book, you will be taught how to take hold of new job opportunities, so you can thrive in the gig workforce. Here's what you'll learn: What the gig economy is all about, including its history and the preconditions that shaped it How to join the gig economy workforce How to choose your gigs and rates wisely How to know when to charge What the right time is for smart remote working How to deliver great work

Choose your hours, choose your work, be your own boss, control your own income. Welcome to the sharing economy, a nebulous collection of online platforms and apps that promise to transcend capitalism. Supporters argue that the gig economy will reverse economic inequality, enhance worker rights, and bring entrepreneurship to the masses. But does it? In *Hustle and Gig*, Alexandra J. Ravenelle shares the personal stories of nearly eighty predominantly millennial workers from Airbnb, Uber, TaskRabbit, and Kitchensurfing. Their stories underline the volatility of working in the gig economy: the autonomy these young workers expected has been usurped by the need to maintain algorithm-approved acceptance and response rates. The sharing economy upends generations of workplace protections such as worker safety; workplace protections around discrimination and sexual harassment; the right to unionize; and the right to redress for injuries. Discerning three types of gig economy workers—Success Stories, who have used the gig economy to create the life they want; Strugglers, who can't make ends meet; and Strivers, who have stable jobs and use the sharing economy for extra cash—Ravenelle examines the costs, benefits, and societal impact of this new economic movement. Poignant and evocative, *Hustle and Gig* exposes how the gig economy is the millennial's version of minimum-wage precarious work.

The Complete Guide to Human Resources and the Law will help you navigate complex and potentially costly Human Resources issues. You'll know what to do (and what not to do) to avoid costly mistakes or oversights, confront HR problems - legally and effectively - and understand the rules. The Complete Guide to Human Resources and the Law offers fast, dependable, plain English legal guidance for HR-related situations from ADA accommodation, diversity training, and privacy issues to hiring and termination, employee benefit plans, compensation, and recordkeeping. It brings you the most up-to-date information as well as practical tips and checklists in a well-organized, easy-to-use resource. The 2017 Edition provides new and expanded coverage of issues such as: The Supreme Court held in March 2016 that to prove damages in an Fair Labor Standards Act (FLSA) donning/doffing class action, an expert witness testimony could be admitted *Tyson Foods, Inc. v. Bouaphakeo*, 136 S. Ct. 1036 (2016). Executive Order 13706, signed on Labor Day 2015, takes effect in 2017. It requires federal contractors to allow employees to accrue at least one hour of paid sick leave for every 30 hours they work, and unused sick leave can be carried over from year to year. Mid-2016 DOL regulations make millions more white-collar employees eligible for overtime pay, by greatly increasing the salary threshold for the white-collar exemption. Updates on the PATH Act (Protecting Americans From Tax Hikes; Pub. L. No. 114-113. The DOL published the fiduciary rule in final form in April 2016, with full compliance scheduled for January 1, 2018. The rule makes it clear that brokers who are paid to offer guidance on retirement accounts and Individual Retirement Arrangements (IRAs) are fiduciaries. In early 2016, the Equal Employment Opportunity Commission (EEOC) announced it would allow charging parties to request copies of the employer's position statement in response to the charge. The Supreme Court ruled that, in constructive discharge timing requirements run from the date the employee gives notice of his or her resignation not the effective date of the resignation. Certiorari was granted to determine if the Federal Arbitration Act (FAA) preempts consideration of severing provisions for unconscionability. "

Ooit gedroomd over een eigen bedrijf? Dit boek is de eerste stap! In 48 uur een startup beginnen? Het kan echt! Fraser Doherty laat zien wat er zoal bij het starten van een bedrijf komt kijken. Van het bedenken van een concept tot het vinden van klanten en het (laten) maken van een website - alle aspecten komen aan bod. Helder, duidelijk, inspirerend... en het kost je maar een weekend.

This edited collection examines the gig economy in the age of convergence from a critical political economic perspective. Contributions explore how media, technology, and labor are converging to create new modes of production, as well as new modes of resistance. From rideshare drivers in Los Angeles to domestic workers in Delhi, from sex work to podcasting, this book draws together research that examines the gig economy's exploitation of workers and their resistance. Employing critical theoretical perspectives and methodologies in a variety of national contexts, contributors consider the roles that media, policy, culture, and history, as well as gender, race, and ethnicity play in forging working conditions in the 'gig economy'. Contributors examine the complex and historical relationships between media and gig work integral to capitalism with the aim of exposing and, ultimately, ending exploitation. This book will appeal to students and scholars examining questions of technology, media, and labor across media and communication studies, information studies, and labor studies as well as activists, journalists, and policymakers.

Technological advancement and the proliferation of the smartphone have reshaped the commercial landscape, providing consumers new ways to access the retail marketplace. On-demand companies are one such innovation, and underpinning on-demand commerce is the gig economy, the collection of markets that match service providers to consumers of on-demand services on a gig (or job) basis. Flagship on-demand companies such as Uber (driver services) and Handy (home cleaners and household services) have garnered significant media attention both for their market success and recent legal challenges, particularly concerning the classification of gig workers. Broader questions about the pros and cons of the gig economy have emerged as on-demand markets grow and the gig economy expands into new sectors. By some accounts, workers willingness to participate in the gig economy provides evidence that gig work is a beneficial arrangement. Indeed, gig jobs may yield benefits relative to traditional employment in terms of the ease of finding employment and greater flexibility to choose jobs and hours. The gig economy may facilitate bridge employment (e.g., temporary employment between career jobs or between full-time work and retirement) or provide opportunities to generate income when circumstances do not accommodate traditional full-time, full-year employment. At the same time, however, the potential lack of labor protections for gig workers and the precarious nature of gig work have been met with some concern. This book provides an overview of the gig economy and identifies legal and policy questions relevant to its workforce.

For decades, working permanent full-time or part-time jobs has been the traditional type of employment. Most employees typically work a set number of hours in a week and perform the same set of tasks every day. However, in recent years, the workforce has shifted toward a gig economy, where many people take on a variety of short-term jobs and projects, or gigs. The most popular job is freelance work. While the gig economy is novel and a great fit for many, it comes with its new challenges. Thus, learning how to master the gig economy is a worthwhile endeavor for anyone starting to freelance in the future. And all you are looking for is in this book.

Is joining the gig economy right for you? Have skills. Have laptop. Voila, you can be an independent consultant, right? Well, the answer is... maybe. Gretchen Hartke, a freelance veteran earning a healthy six figures a year, unpacks the good, the bad, and the "meh" when it comes

to choosing this lifestyle. And make no bones about it, being a member of the gig economy is a lifestyle. It's complete with the ups and downs that come with any way of life. And, as such, it's not for everyone. Hartke will guide you through an inquiry to help you decide if you have what it takes. Making the decision to become an independent--whether you choose it or it gets chosen for you through downsizing or reorganization--is a life altering decision. Hartke pulls from her experience running her own successful consulting practice for the last decade and draws from fellow independents from around the world in order to pack your toolbox full of tips, tricks, and advice so that you launch your career as an independent powerfully. This book explains how to put the right set of advisors around you, how to find business, what it takes to create solid agreements with clients, and road-tested techniques for getting the work done.

All of a sudden, everybody's talking about the gig economy. From taxi drivers to pizza deliverers to the unemployed, we are all aware of the huge changes that it is driving in our lives as workers, consumers and citizens. This is the first comprehensive overview of this highly topical subject. Drawing upon years of research, stories from gig workers, and a review of the key trends and debates, Jamie Woodcock and Mark Graham shed light on how the gig economy came to be, how it works and what it's like to work in it. They show that, although it has facilitated innovative new services and created jobs for millions, it is not without cost. It allows businesses and governments to generate value while passing significant risk and responsibility onto the workers that make it possible. This is not, however, an argument for turning back the clock. Instead, the authors outline four strategies that can produce a fairer platform economy that works for everyone. Woodcock and Graham's critical introduction will be essential reading for students, scholars and general readers interested in the massive shifts that characterize our modern digital economy.

"This enlightening work is a must for the shelves of every guidance and employment counselor." —Canadian Counseling Association
COGNICA Newsletter "There is much in here that is very useful . . . recommended for any HE careers library." —AGCAS Phoenix Magazine
"In my mind it's something that we, as career service professionals, should most definitely read." —Campus career counselor
"An insightful approach to how one can successfully find work . . . [plus] innovative marketing ideas and sample marketing tools specifically designed for the 21st century." —The ContactPoint Bulletin
We're a society that knows how to apply for a job. The challenge for employment seekers today is to become proficient at finding work. That's a much more complicated process than applying for a job. This book guides employment seekers through that complicated process and gives them the tools and strategies they need. The payoff will be that they will be miles ahead of the average employment seeker. And they will be on a solid foundation to succeed regardless of the upcoming challenges in the workplace.

Do artists have a competitive edge in the gig economy? How do wages and working conditions compare with the already stated in more traditional types of work? What does the onboarding process look like for the talent portfolio? How great is the impact? Are there any skills that you think you are lacking, that make it harder for you to do your job? This easy Gig Economy self-assessment will make you the trusted Gig Economy domain leader by revealing just what you need to know to be fluent and ready for any Gig Economy challenge. How do I reduce the effort in the Gig Economy work to be done to get problems solved? How can I ensure that plans of action include every Gig Economy task and that every Gig Economy outcome is in place? How will I save time investigating strategic and tactical options and ensuring Gig Economy costs are low? How can I deliver tailored Gig Economy advice instantly with structured going-forward plans? There's no better guide through these mind-expanding questions than acclaimed best-selling author Gerard Blokdyk. Blokdyk ensures all Gig Economy essentials are covered, from every angle: the Gig Economy self-assessment shows succinctly and clearly that what needs to be clarified to organize the required activities and processes so that Gig Economy outcomes are achieved. Contains extensive criteria grounded in past and current successful projects and activities by experienced Gig Economy practitioners. Their mastery, combined with the easy elegance of the self-assessment, provides its superior value to you in knowing how to ensure the outcome of any efforts in Gig Economy are maximized with professional results. Your purchase includes access details to the Gig Economy self-assessment dashboard download which gives you your dynamically prioritized projects-ready tool and shows you exactly what to do next. Your exclusive instant access details can be found in your book. You will receive the following contents with New and Updated specific criteria: - The latest quick edition of the book in PDF - The latest complete edition of the book in PDF, which criteria correspond to the criteria in... - The Self-Assessment Excel Dashboard - Example pre-filled Self-Assessment Excel Dashboard to get familiar with results generation - In-depth and specific Gig Economy Checklists - Project management checklists and templates to assist with implementation INCLUDES LIFETIME SELF ASSESSMENT UPDATES Every self assessment comes with Lifetime Updates and Lifetime Free Updated Books. Lifetime Updates is an industry-first feature which allows you to receive verified self assessment updates, ensuring you always have the most accurate information at your fingertips.

The crisis caused by COVID-19 poses a major challenge for the global economy and business. It has been a test for economic resilience, and how this crisis will affect business activities will be determined by their competitiveness. Only firms that have succeeded in reorienting and quickly adapting to the emerging crisis have continued without interruption in their operations, thus demonstrating their flexibility and high level of resilience. Research shows that companies driving the gig economy celebrate the benefits: flexibility, additional income, freedom and other various opportunities for workers. They require entrepreneurial digital skills that improve their competitiveness and benefit not only themselves but the economy as well. Therefore, digital competencies are becoming a significant resource and precondition for employment, and it is essential to promote digital entrepreneurial skills, introducing them into education programs through different forms of education. This book stresses and explores the importance of synergy between industry and virtual universities. Considering the importance of these issues, this book draws together literature on globalization and small and medium enterprise development and internationalization from disparate sources into a cohesive body of work, which traces the evolution of entrepreneurship and our understanding of the topic. It investigates the impact of digitalization on creating job opportunities in the labor market. Covering social, economic and psychological approaches to the most current topics, this book will be a useful framework to new theories and practices that are emerging to challenge conventional wisdom. It will be of interest to scholars, upper-level students, and researchers involved in the field of entrepreneurship.

Throughout the last decade, the 'gig economy' has emerged as one of the most significant developments in the world of work. As a novel, hyper-flexible form of labour, gig work features a uniquely fragmented working arrangement wherein independent workers partner with digital platform organisations to provide a range of on-demand services to customers. Work in the Gig Economy: A Research Overview provides a concise overview to the key themes and debate that encompass the gig economy literature. It covers five core themes: an introduction to gig work; classification issues; the role of technology; the experiences of gig workers; and the future of gig work. As an emerging and diverse research field, contributions stem from an array of perspectives including psychology, sociology, human resource management, legal studies, and technology management. The chapters synthesise the most prominent insights into this emerging field, key thinking on the complex relationships and conditions found in gig work, and

the most significant issues to be addressed as the gig economy continues to develop. A critical introduction for students, scholars and reflective professionals and policymakers, this book provides much needed direction through the rapidly growing and expansive body of research on work in the gig economy.

What happens if Gig economy's scope changes? What are the business goals Gig economy is aiming to achieve? How do you determine the key elements that affect Gig economy workforce satisfaction, how are these elements determined for different workforce groups and segments? Who will provide the final approval of Gig economy deliverables? How do you stay flexible and focused to recognize larger Gig economy results? This powerful Gig economy self-assessment will make you the entrusted Gig economy domain specialist by revealing just what you need to know to be fluent and ready for any Gig economy challenge. How do I reduce the effort in the Gig economy work to be done to get problems solved? How can I ensure that plans of action include every Gig economy task and that every Gig economy outcome is in place? How will I save time investigating strategic and tactical options and ensuring Gig economy costs are low? How can I deliver tailored Gig economy advice instantly with structured going-forward plans? There's no better guide through these mind-expanding questions than acclaimed best-selling author Gerard Blokdyk. Blokdyk ensures all Gig economy essentials are covered, from every angle: the Gig economy self-assessment shows succinctly and clearly that what needs to be clarified to organize the required activities and processes so that Gig economy outcomes are achieved. Contains extensive criteria grounded in past and current successful projects and activities by experienced Gig economy practitioners. Their mastery, combined with the easy elegance of the self-assessment, provides its superior value to you in knowing how to ensure the outcome of any efforts in Gig economy are maximized with professional results. Your purchase includes access details to the Gig economy self-assessment dashboard download which gives you your dynamically prioritized projects-ready tool and shows you exactly what to do next. Your exclusive instant access details can be found in your book. You will receive the following contents with New and Updated specific criteria: - The latest quick edition of the book in PDF - The latest complete edition of the book in PDF, which criteria correspond to the criteria in... - The Self-Assessment Excel Dashboard - Example pre-filled Self-Assessment Excel Dashboard to get familiar with results generation - In-depth and specific Gig economy Checklists - Project management checklists and templates to assist with implementation **INCLUDES LIFETIME SELF ASSESSMENT UPDATES** Every self assessment comes with Lifetime Updates and Lifetime Free Updated Books. Lifetime Updates is an industry-first feature which allows you to receive verified self assessment updates, ensuring you always have the most accurate information at your fingertips.

Today, more than a third of Americans are working in the gig economy--mixing together short-term jobs, contract work, and freelance assignments. For those who've figured out the formula, life has never been better! You, too, can learn how to embrace the independent and self-sufficient world of freelance! The Gig Economy is your guide to this uncertain but ultimately rewarding world. Packed with research, exercises, and anecdotes, this eye-opening book supplies strategies--ranging from the professional to the personal--to help you leverage your skills, knowledge, and network to create your own career trajectory--one immune to the impulsive whims of an employer looking only at today's bottom line. Learn how to:

- Construct a life based on your priorities and vision of success
- Cultivate connections without networking
- Create your own security
- Build flexibility into your financial life
- Face your fears by reducing risk
- And much more!

Corporate jobs are not only unstable--they're increasingly scarce. It's time to take charge of your own career and lead the life you actually want. Start mapping out your place in the gig economy today! In the last five years, the world of work has changed dramatically. Thanks to technology companies like Uber, TaskRabbit, and Instacart, the new "gig economy" seems to constantly be in the news. But most of the media focus is on the low end of the skill spectrum; little attention is being paid to the best-in-class professionals who have chosen an independent path. New digital talent platforms are developing at a rapid clip with a wide variety of business models, many catering to very precise, high-value skill sets. Thriving in the Gig Economy is an actionable guidebook outlining ways to maneuver in this new world to create a path that optimizes success. You will learn: The differences between the gig economy and the sharing and on-demand economies. The best ways to work with digital talent platforms and traditional consulting intermediaries. Commonsense logistics around digital branding, contracts, and employment issues. The tools and services to enhance your practice. The growth in this marketplace is exponential, and Thriving in the Gig Economy is one way for you to take advantage of all its potential.

The digital revolution is changing the way we work. Online platforms like Amazon's Mechanical Turk and Uber connect workers and consumers directly, promising both convenience and flexibility. But convenience comes at a price. Traditional protections for workers have been denied to those selling their services in the 'gig' economy. Algorithms can discriminate and deny workers their livelihoods without chance of reply. In 'Humans as a Service' Jeremias Prassl cutsthrough the rhetoric of the sharing economy to expose the systematic exploitation of the new class of digital workers. He shows how legal reform can end the exploitation and restore worker protection for the digital age.

Through a series of studies, the overarching aim of this book is to investigate if and how the digitalization/digital transformation process causes (or may cause) the autonomy of various labor functions, and its impact in creating (or stymieing) various job opportunities on the labor market. This book also seeks to illuminate what actors/groups are mostly benefited by the digitalization/digital transformation and which actors/groups that are put at risk by it. This book takes its point of departure from a 2016 OECD report that contends that the impact digitalization has on the future of labor is ambiguous, as on the one hand it is suggested that technological change is labor-saving, but on the other hand, it is suggested that digital technologies have not created new jobs on a scale that it replaces old jobs. Another 2018 OECD report indicated that digitalization and automation as such does not pose a real risk of destroying any significant number of jobs for the foreseeable future, although tasks would by and large change significantly. This would affect welfare, as most of its revenue stems from taxation, and particularly so from the taxation on labor (directly or indirectly). For this reason, this book will set out to explore how the future technological and societal advancements impact labor conditions. The book seeks to provide an innovative, enriching and controversial take on how various aspects of the labor market can be (and are) affected the ongoing digitalization trend in a way that is not covered by extant literature. As such, this book intends to cater to a wider readership, from a general audience and students, to specialized professionals and academics wanting to gain a deeper understanding of the possible future developments of the labor market in light of an accelerating digitalization/digital transformation of society at large.

This report aims at assisting tax authorities in designing and implementing an effective Value Added Tax/Goods and Services Tax (VAT/GST) policy response to the growth of the sharing and gig economy. The rise of this phenomenon, powered by digital platforms, has transformed a number of industries within just a few short years.

You've likely heard about the gig economy but might be wondering exactly what it entails. It's easy to assume that driving for Uber or renting your house through Airbnb are the extent of your options, but the gig economy actually offers a much wider slate of opportunities. Whether you have a 9-to-5 job and are looking to pick up some extra income, or you're a recent graduate who's eager to earn as much as you want on your own time, the gig economy can offer the freedom and flexibility you're seeking. In *Gigworker*, Brett Helling provides the essential primer on the gig economy: how it evolved to where it's at now, and where it's headed in the future. He'll show you that it's possible to replace your full-time income with multiple gigs, or balance 9-to-5 work with a 5-to-9 side gig. You'll come away with a new zeal for the gig economy, ready to dive into the options at your fingertips and make money doing what you love.

Politicians, educators and business leaders often tell young people they will need to develop their creative skills to be ready for the new economy. Vast numbers of school leavers enrol in courses in media, communications, creative and performing arts, yet few will ever achieve the creative careers they aspire to. The big cities are filled with performers, designers, producers and writers who cannot make a living from their art/craft. They are told their creative skills are transferable but there is little available work outside retail, service and hospitality jobs. Actors can use their skills selling phone plans, insurance or advertising space from call centres, but usually do so reluctantly. Most people in the 'creative industries' work as low-paid employees or freelancers, or as unpaid interns. They put up with exploitation so that they can do what they love. The *Creativity Hoax* argues that in this individualistic and competitive environment, creative aspirants from poor and minority backgrounds are most vulnerable and precarious. Although governments in the West stress the importance of culture and knowledge in economic renewal, few invest in the support and infrastructure that would allow creative aspirants to make best use of their skills.

This report looks at approaches to help ensure the effective taxation of those earning income from the sale of goods or services in the sharing and gig economy.

In this increasingly neoliberal gig economy, exponentially expanding with technological advances, the ability to work online remotely has led some western millennials to travel the world to work and play, while making a subsistence living as digital platform workers.

The "gig economy" is a relatively recent term coined to describe a range of working arrangements that have previously been denoted as precarious, flexible and contingent. Borrowed from musicians, a "gig" describes a one-night performance, but in the context of general employment, it covers the self-employed who work for hire, those on temporary, short-term contracts and on zero-hours contracts. In this concise overview, Alex de Ruyter and Martyn Brown explain the key facets of the gig economy and explore the dangers and potential it affords. Drawing on recent case-studies from the UK, Europe and the USA, it offers an authoritative guide through the theories and issues that surround the gig economy. --

Using an interdisciplinary approach, this book draws on legal, HRM, occupational psychology and economic perspectives to innovatively explore the conflicts and blurring boundaries affecting the Gig Economy in terms of the worker, employee identity, status and relationships, and team and career management.

This book, authored by the practitioners acting on the leading cases in this area, including claims against Uber and Deliveroo, considers the particular legal issues affecting employment status claims in general and gig economy work in particular.

There are new flexible and independent working opportunities available in the gig economy for those brave enough to seize them. It is estimated that the number people involved with the gig economy will double in the next four years. New generation workers are realising that they can break the chains of corporate work and go at it alone. With flexible working hours, fluid work arrangements and technology that they can leverage to their advantage, people are creating purposeful careers that fit in with their lives, not the other way around. *Working in the Gig Economy* is the ultimate guide to successfully navigating the new flexible world of work. This is a book that will allow you to really examine the possibilities of freelance and flexible working. Is it really for you? Do you have what it takes to stay motivated, get clients to hire you and achieve that long-yearned for work-life balance? Thomas Oppong is an expert in entrepreneurship and the gig economy. With this book, he takes readers through the main pitfalls of working for themselves, including how to stay productive, how to manage your professional network, build a personal brand and crucially how to keep the work coming and get paid on time. *Working in the Gig Economy* is the essential guide to having a successful and fulfilling career in the gig economy.

When the "sharing economy" launched a decade ago, proponents claimed that it would transform the experience of work--giving earners flexibility, autonomy, and a decent income. It was touted as a cure for social isolation and rampant ecological degradation. But this novel form of gig work soon sprouted a dark side: exploited Uber drivers, neighborhoods ruined by Airbnb, racial discrimination, and rising carbon emissions. Several of the most prominent platforms are now faced with existential crises as they prioritize growth over fairness and long-term viability. Nevertheless, the basic model--a peer-to-peer structure augmented by digital tech--holds the potential to meet its original promises. Based on nearly a decade of pioneering research, *After the Gig* dives into what went wrong along the way to this contemporary reimagining of labor. The book examines multiple types of data from thirteen cases to identify the unique features and potential of sharing platforms that prior research has failed to identify. Juliet B. Schor presents a compelling case that we can engineer a reboot: through regulatory reforms and cooperative platforms owned and controlled by users, an equitable and actual sharing economy is still possible.

Increasingly, employees are being falsely treated as 'self-employed'. This phenomenon – the 'gig economy' – is seen as the inevitable shape of things to come. In this book, Colin Crouch takes a step back and questions this logic. He shows how the idea of an employee – a stable status that involves a bundle of rights – has maintained a curious persistence. Examining the ways companies are attacking these rights, from proffering temporary work to involuntary part-time work to 'gigging', he reveals the paradoxes of the situation and argues that it should not and cannot continue. He goes on to propose reforms to reverse the perverse incentives that reward irresponsible employers and punish good ones, setting out an agenda for a realistic future of secure work. Crouch's penetrating analysis will be of interest to everyone interested in the future of work, the welfare state and the gig economy.

_____ 'Excellent' Martin Wolf, Financial Times Books of the Year 'Essential' Daniel Pink, author of *Drive* 'Wonderful' Martin Ford, author of *The Rise of the Robots* _____ Profit. Innovation. Greed. Welcome to the gig economy. Between Uber drivers and Airbnb hosts, freelance jobs are becoming an increasingly prominent part of our economy. *Gigged* goes inside the Silicon Valley companies leading the way to this emerging 'gig economy'. It tells the stories of the workers - from computer programmers to online comment moderators - who are getting by in a new wave of precarious, short-term employment. And it sketches out what

tomorrow's economy might look like: one where the fortunate get to work when they want, how they want, while the rest live lives of extraordinary hardship. It might just be the future of work for all of us. *Longlisted for the FT/McKinsey Business Book of the Year Award* Praise for Gigged 'Well researched and beautifully written . . . Essential reading for anyone who is interested in understanding the future of our economy and society.' Ha-Joon Chang, author of 23 Things They Don't Tell You About Capitalism 'Well crafted . . . a multitude of anecdotes supported by data and extensive reporting.' Forbes 'Kessler's timely book explores the personal, corporate and societal stories behind a massive tech-driven shift away from permanent office-based employment.' Books of the Month, Financial Times 'Kessler illuminates a great divide: For people with desirable skills, the gig economy often permits a more engaging, entrepreneurial lifestyle; but for the unskilled who turn to such work out of necessity, it's merely "the best of bad options".' Harvard Business Review 'Sarah Kessler writes like a dream. If you want to know how work is changing and how you too must change to keep up, you must read this book.' Dan Lyons, author of Disrupted

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