

## New York Women's Business & Leadership Book Club

### Book of the Month for September - "Upgrade"

- Tuesday, October 1, 2013 6:30 PM
- [Tannenbaum Helpern Syracuse & Hirschtritt, LLP](#)

900 3rd Ave # 12, New York, NY ([map](#))

- **Book of the Month for September:** "Upgrade: Taking Your Work and Life from Ordinary to Extraordinary" by Rana Florida

#### About the Meetup:

- *Where:* Offices of Tannenbaum Helpern Syracuse & Hirschtritt, 900 Third Avenue at 54th Street, 12th Floor, Conference Room 12AB
- *When:* Tuesday, October 1st at 6:30pm
- *Why:* To discuss the book and network with other professional, ambitious NYC women while enjoying good company & good conversation.
- *What:* Reminder to please bring \$10 for dues & catering.

Book Exchange: Feel free to bring used business books that you'd like to swap with other members!

\*\*Full Name for Security: Please remember to send your full name (unless it is in your Meetup profile) to Nancy Wu at [\[masked\]](#) so that security will let you into the building. Security won't let anyone in without their full name on the list.

#### About the Book of the Month:

"Upgrade: Taking Your Work and Life from Ordinary to Extraordinary" by Rana Florida

The 7 Key Principles to achieving YOUR business and life goals: what could a graffiti artist, eminent neurologist, star athlete, celebrity chef, fashion designer, rocket scientist, and Grammy Award-winning musician possibly have in common?

In this groundbreaking new book, Rana Florida shares their formula, giving you the tools to achieve unimaginable success in work and life. "Upgrade" gathers the best practices, not just from CEOs and business executives but from entrepreneurs, innovative thinkers, and creative leaders.

"Upgrade" includes interviews with Sir Ken Robinson, Dan Pink, Mark Cuban, Andre Agassi, Kenny Scharf, Zaha Hadid, Governor Martin O'Malley, Tory Burch, Tim Brown, and many other leading figures. Despite this cast's vastly different backgrounds and skills, Florida's research concludes that there are seven key principles to achieving your business and life goals: Envision the future, Find your passion, Get creative, Design your time, Collaborate, Take risks, Embrace failure.

Unfortunately, this is exactly what the majority of us don't do. Instead of developing a real strategy to upgrade and optimize our lives, too many of us just slog through life in a state of "managed dissatisfaction."

But it's never too late to envision an entirely different future--or to actively upgrade your life. It's not about finding more time, money, or resources. Anyone can do it.

This smart and entertaining guide delves deep into each principle, giving you the insights, tools, and inspiration to take your life from ordinary to extraordinary.

**Amazon Links & Reviews:**

[http://www.goodreads.com/book/show/17718202-upgrade?from\\_search=true](http://www.goodreads.com/book/show/17718202-upgrade?from_search=true)

<http://www.amazon.com/Upgrade-Taking-Your-Ordinary-Extraordinary/dp/0071827218>