

BUSINESS BOOK REVIEW

The Career Catapult: Shakeup the Status Quo and Boost Your Professional Trajectory

By Roopa Unnikrishnan

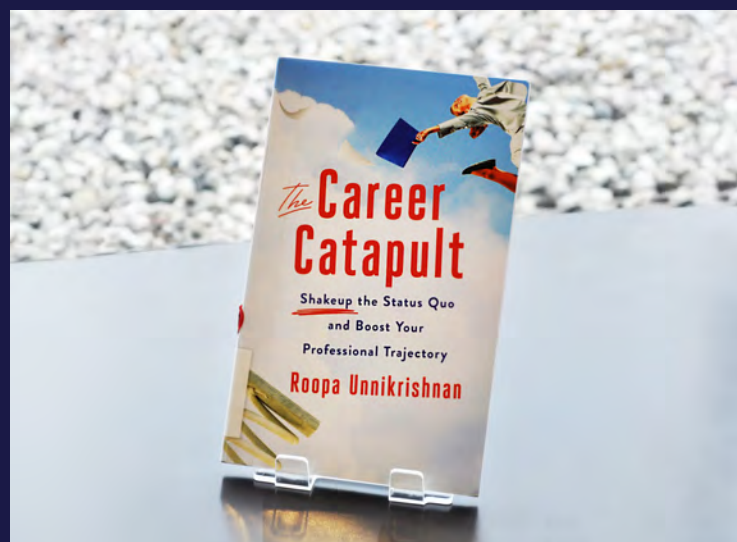
Unnikrishnan brings a positive spin to the concept of "disruption" in an environment where job security and an upward career trajectory are no longer a given. In a world of ongoing change, rather than become fearful or discouraged, the author, a Rhodes Scholar and MBA, outlines the steps to strategic risk-taking that allow the reader to take control of the disruption and shape the future to his/her own advantage.

Focusing on five essential disciplines, illustrated by personal and composite examples, the author challenges the reader to assess his/her marketplace value, to jolt networks that can drive significant value and to take that confident leap regardless of one's current position in the economic hierarchy.

Interview skills, self-awareness, innovations and trends are all part of this accessible and confident guide to shaking up the status quo and naming your own future. The Career Catapult presents readers with the opportunity to relate the content to their personal circumstances and establish the next steps to take at each interval.

Winner of the best career-related book 2017 by Independent Press Awards.

Roopa Unnikrishnan spent two decades in roles where she drove change and innovation in several Fortune 500 companies. She now works with senior executives and with companies to improve their strategic planning and idea development.



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