



The Fifth Age of Work: How Companies Can Redesign Work to Become More Innovative in a Cloud Economy

Andrew M. Jones

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As millennials replace baby boomers as the dominant generation in the workforce, tomorrow's most dynamic companies will look quite different than today's conventional firms. Top knowledge workers want the flexibility, choice, autonomy, and opportunity to be involved in meaningful work and communities of their own choosing. Companies that address those needs will better attract and harness that generational energy and potential.

Companies and workers have arrived at a new epoch, a point in history where culture and technology have collided to redefine the "what," "when," "where," "how," and even "why" of work. The "Fifth Age" is an emerging world of work defined by the rise of cloud-based technology, the growing ranks of freelancers and telecommuters doing their best work off-campus, and the decentralization and de-localization of work.

Drawing on these trends and looking at both sides of the work equation, *The Fifth Age of Work: How Companies Can Redesign Work to Become More Innovative in a Cloud Economy* by professor and management consultant Andrew M. Jones shows business leaders and managers how to build smarter and more innovative organizations by redesigning the workplace.

The Fifth Age of Work is a primer for business leaders and managers, exploring:

- Trends on the emerging "human cloud" driven by a thriving artisan/freelance economy, the coworking movement, and the rapid rise in flex work programs and telecommuting.
- Solutions for companies in the areas of talent management, workspace design, and workplace license--the prisms through which organizations can re-think old business paradigms.
- Projects and experiments drawn from design thinking, Activity Based Work, corporate coworking, ROWE, and more that companies can adopt to increase openness, communication, trust, and collaboration in their operations and ignite innovation.

To learn more about *The Fifth Age of Work*, visit nightowlspress.com/e-book-store/the-fifth-age-of-work/.

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