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THINK OUTSIDE THE CUBICAL

**“The Detachment Paradox,” builds company profits
while giving professionals back their lives.**

Long Beach, Calif. – Between cell phones, e-mails, BlackBerry devices, Bluetooth technology, pocket PCs, PDAs and wireless networks available everywhere, it’s more difficult today to escape work and have a personal life.

If you are bound by the company e-leash or think Scott Adams is secretly spying in your office to get all his material for his “Dilbert” comic strip, then “The Detachment Paradox,” by author Anthony Zolezzi may be exactly what you need to break out of the cubical existence that has taken over your real life.

“Discovering your purpose in life is often dominated by the need to get a paycheck,” says Zolezzi. “Our discovery of who we are and why we are here can still be accomplished but the secret lies in being able to separate your personal identity from your corporate one.”

In his book, “The Detachment Paradox,” Zolezzi leads you through seven working exercises that show you how to develop a more “detached” relationship with your boss and company. Thus allowing you to regain your “life,” sanity and health, while retaining your position and pay. The author says some of the people who have followed these steps, including himself, have actually found more success through “detachment” in the workplace.

“I believe that once you start the process of detachment, you will not only be happier and more productive, but – and here’s the paradox – you are likelier to earn more money from the very company whose psychological control you’ve managed to escape,” says Zolezzi who has also used the methods from his book to develop new companies and revamp stagnant businesses. “The “detachment” method also works for upper management. The only way you get productivity and innovation out of your team is by letting people be themselves in the workplace without undue pressure or stress. That’s good leadership.”

“The Detachment Paradox,” (ASM Books, 2004, ISBN: 0-9753157-0-6, price: \$15.00) can be purchased at major bookstores, Amazon.com, and DetachmentParadox.com.

Escaping Corporate Command and Control

In “The Detachment Paradox,” by Anthony Zolezzi you’ll discover...

Why becoming a self-prescribed workaholic is an unhealthy waste of time and how to reverse the workaholic lifestyle. (pg. 47)

How “pulling back” at work can get you ahead. (pg. 57)

Why you shouldn’t take your laptop on business trips. (pg. 59)

How to free yourself from the corporate “numbers” game. (pg. 99)

How to protect yourself from the fear of being fired. (pg. 68, 110)

How to deal with a control freak boss. (pg. 74)

Why you should always have an “exit strategy” ready. (pg. 76)

How to protect your personal life mission from corporate control. (pg. 18)

The four essential rules for rebuilding your Rolodex. (pg. 113)

How to reclaim time that belongs to you. (pg. 45)