

*The 4-Hour Workweek: Escape 9-5, Live Anywhere, and Join the New Rich* by Timothy Ferriss

Reviewed by Robert C. Hoell

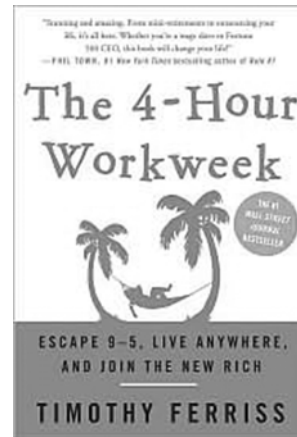
**Biography:** Robert C. Hoell, Ph.D., SPHR, is an associate professor of Management in Georgia Southern University's College of Business Administration. He teaches and conducts research in Management, Human Resource Management, Human Resource Information Systems, and Labor Relations. In addition, he has worked actively with local business partners providing training and expertise in these fields. Dr. Hoell can be reached by email at rhoell@georgiasouthern.edu.



Are you tired of not having enough hours in the day? Do you find yourself wasting time on meaningless tasks, and never finding the time to get around to the big, important projects? Are you afraid you will be too tired to actually enjoy retirement when you finally get to it? Timothy Ferriss, in *The 4-Hour Workweek*, addresses these issues and many others. The book is a conglomeration of ideas, from how to avoid a deferred-life plan reward by achieving it now, to ideas on how to start and run a successful self-business. Time management, business plans, entrepreneurial ideas, and even how to negotiate a work-at-home schedule are all discussed in his book.

The one overarching theme that remains constant is how to achieve the rewards for hard work NOW rather than waiting until retirement. One premise Ferriss establishes is that one need not actually become a millionaire to enjoy the lifestyle of a millionaire. He argues that it is the freedom to enjoy such a lifestyle that most people actually seek, more than the actual lifestyle itself. The deferred-life reward, or working hard in a career for 40 or more years and then hoping to retire and enjoy it all at some later date, is to be avoided in favor of a life and work structure that will allow oneself to enjoy those rewards now, rather than later.

Ferriss uses an acronym, DEAL, to illustrate his ideas on how to avoid the deferred-life reward process and join what he terms the "new rich" much sooner. D, meaning Definition, defines the "new rich", and redefines many of our life assumptions about work, careers, rewards, and time balance. E, Elimination, considers the processes necessary to find more time in the day. Ferriss wants us to think beyond the basics of time management and truly focus on ignoring (and eliminating) the unimportant trivial aspects of work and life. A,



#### The Cover Story

Title and Author: *The 4-Hour Workweek: Escape 9-5, Live Anywhere, and Join the New Rich* by Timothy Ferriss.

Number of Pages: 285

Area of Business: Quality of Worklife; Quality of Life; Work-Life Balance

Readability: Light

Time Needed: A weekend

Why should I read this book? You should read this book if you find you need more time on your job, or in your life, to focus on more important things, and want to avoid wasting time on less important things.

which stands for Automation, will grab the attention of most readers. Should you consider hiring a personal assistant? Should you automate your email responses? If we can outsource business, why not outsource aspects of our own lives and careers as well? Finally, L stands for Liberation, teaching us to focus on mobility, and how to avoid remaining tied to one specific location. Working at home, working from the road, and even running a business while on a mini-retirement are all aspects of liberation that Ferriss introduces. DEAL contains many ideas, concepts and possible solutions that all of us can incorporate in our current lives and careers.

Overall Ratings – 2 bulbs – there is a lot of good advice and ideas in the book, but many readers will find it hard to incorporate much of the advice into their current lives and careers.

Admittedly, not everyone is in a position to follow all of Ferriss' advice. We will not all start our own businesses, or be able to find the time in order to experience a 3-month mini-retirement during the middle of our careers. But there are still many valuable ideas in the book that will allow us to sample some of the rewards of hard work today, rather than at the end of our careers. Some of the time management suggestions, such as only checking email at noon and 4pm, and using automated email reply responses, can find extra time during the day for many of us. Think about it – how many of us find the first thing we do in the morning is check email? Then we spend time answering those emails, or chasing down responses. Invariably, while we are replying, new email has come in, and the cycle begins again. Checking email at set times gives us the freedom of the morning to undertake more important tasks, and allows us to focus on the true core of our jobs and businesses. It is suggestions such as this that can allow each of us to find the type of workweek, 4 hour or otherwise, that we envision.