

**Book Review – Rework, by Jason Fried & David Heinemeier Hansson**  
**Reviewed by Troy Wieck**  
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Rework is a new book by the executive team of 37 Signals, a software company that builds products for small companies. It covers a non-conventional way of doing your work and running your business. They go against the grain of today's big corporate society with chapter titles like: Learning from mistakes is overrated, Planning is guessing, Meetings are Toxic, and Underdo your competition.

With only 16 employees Jason and David have been able to create a business, where over 3 million people use their products, in the new media/internet environment without a marketing team or sales team.

They tout workaholism as the worst idea of the recent era, saying that it creates burnout employees and is ultimately unproductive and stifles creativeness.

This book is direct with short decisive statements and edited to be a quick read and not waist time, emulating their own business philosophies in the design of their book.

The Actuary reading this book gets a modern, small company exposure to running a company and doing your work. It provides insight into how the new generation of entrepreneurs are building their businesses and how we can successfully operate in them. We can use this book to gain new ideas about how to govern ourselves and run our teams to be successful and attractive in this new future.