

6 Introduction /

15 Propaganda /

17 Put yourself out there / 21 Release early, release often /
24 Advice—Don't be daunted by self promotion

27 Going Mobile /

27 Go to the clients, don't make them come to you /
32 Go guerrilla / 37 Bend the rules /
40 Advice—You don't have to reinvent the wheel

43 Specialism vs Diversity /

45 Don't be afraid to experiment / 49 Learn from your idols /
53 Repeat, repeat, improve, repeat / 57 Embrace the "busyness" /
61 Swim against the tide / 65 Question everything /
68 Advice—Be T-shaped

71 Tough Calls /

72 Trust your instincts / 77 Move mountains /
80 Advice—Build best-case scenarios in your imagination

83 Going it Alone vs Teaming Up /

85 Think "original" / 89 Don't run before you can walk /
93 Exploit your skills and interests /
96 Advice—Don't become a hermit / 99 Even within a team,
you need to be individual / 103 Feel your way /
107 Be true to yourself / 111 Push, pull, test, tear /
114 Advice—Understand the value of collaboration

117 Gusto /

118 Don't wait for things to happen / 122 Reinvent yourself /
126 Create positive change / 130 Keep on learning /
134 Advice—You can't count on money to get you up in
the morning

137 Getting the Most Out of Your Education

143 Credits and Acknowledgments