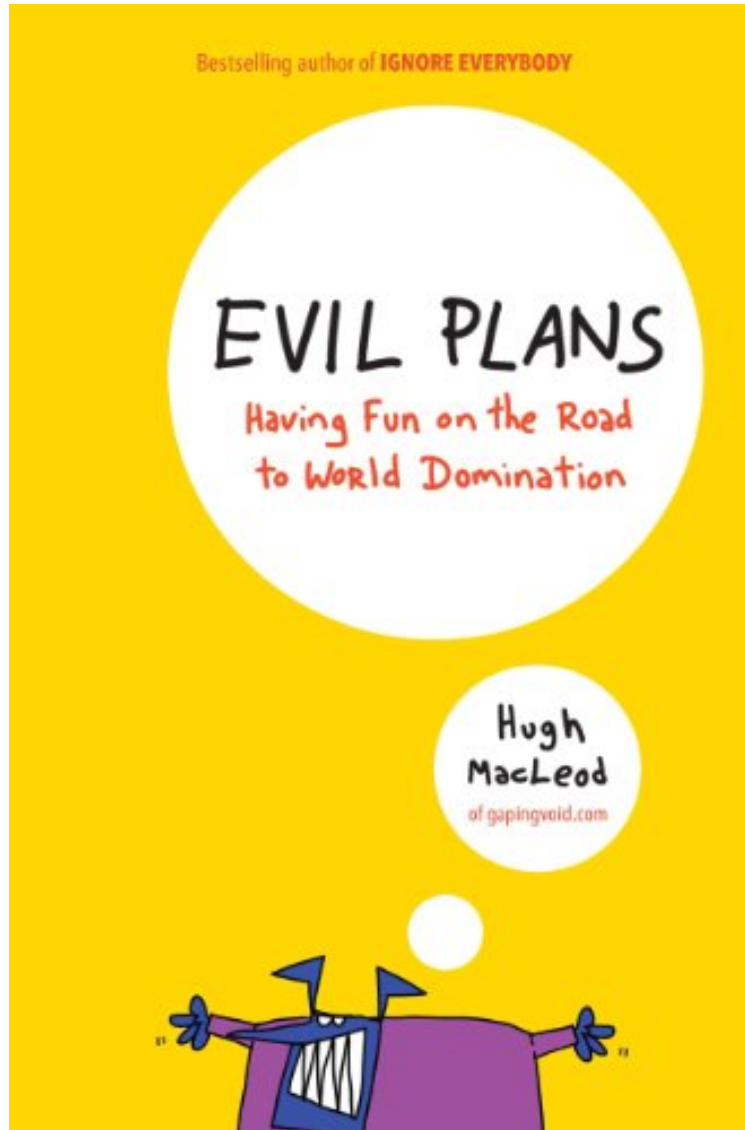


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Evil Plans: Having Fun on the Road to World Domination

Hugh MacLeod

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Hugh MacLeod : Evil Plans: Having Fun on the Road to World Domination before purchasing it in order to gage whether or not it would be worth my time, and all praised Evil Plans: Having Fun on the Road to World Domination:

1 of 1 people found the following review helpful. A Great Book to Help You Create Your Evil PlanBy David StarkweatherEvil Plans is a great book. It's a book about an idea and about a state of mind that allows you to chase your dreams. Your Evil Plan, according to Hugh Macleod, is your ability to do something that you love and to have fun while making a living.Hugh is living proof that it's possible to do something that you love and make a living at it. He is a former ad man, who slaved away at a job that he didn't like. He was starting to get burned out at a reletively young age when inspiration hit him. He loved drawing cartoons and he ended up finding a way to turn that passion

into a career. He now runs Gaping Void Gallery where he sells his art - some cartoons, doodles and high end art work, all of which was started with a love for drawing cartoons. He's making money doing what he loves. The book *Evil Plans* is a collection of his cartoons and his inspiration and encouragement to take the same leap of faith that he did to 'Have fun on the road to world domination.' *Evil Plans* isn't just about quitting your job and starting a business though. For some people, its doing a better job in your current role or taking on a new project that your excited about...Or it might just be finding a hobby or passion that might one day pay you rewards...and hopefully earn you money. Either way the message is inspiring and the book is a breeze to read. When I pre-ordered my copy of the book, Hugh sent an autographed drawing along with the book. I keep it at my desk as I plot my Evil Plan. 15 of 16 people found the following review helpful. Don't bother if you're a regular reader of his blog. By Stacy L. Steele As a long-time reader of Hugh MacLeod's blog Gaping Void, I should have known what to expect going into this book, as it's more or less a compilation of his blog entries and cartoons. I was disappointed, though, because I was expecting more original content that I had not already read. Also, the reader should understand that MacLeod's "Evil Plan" philosophy is essentially a theory based on his own experience being miserable in his corporate job and deciding to go out on his own, making money off his blog and selling his artwork through it. While there's nothing wrong with that, the overall tone seems to imply that his way of life is the only way one can possibly be happy and is the only way anyone should live. Frankly, I found that arrogant, as many people like to work in corporate cultures and thrive in them. To each his own, I suppose, but I found this book disappointing, arrogant, and extremely one-sided. 3 of 3 people found the following review helpful. Lots of Good Stuff But A Real Plan? By EmeryJoe I've thoroughly enjoyed reading the likes of Seth Godin, Josh Kaufmann, Jason Fried, Lisa Gansky, Michael Shuman, Bill McKibben, Paul Hawkins, Clayton Christensen, Malcolm Gladwell and others in this genre of business and personal development. Hugh is a provocateur for sure but the book's title is "Evil Plan." Maybe it's me, but I didn't get the "plan." It was very much - if not identical - to much of what has already been written - just written in Hugh's own words. Don't get me wrong, I truly admire Hugh's work but I really thought this book could have been so much more! I suppose if you're now thinking of leaving that job of yours or want to join the Resistance against mediocrity, industrial thinking, bureaucratic paradigms, and suburban lifestyles, then *Evil Plan* is great to get you going - it's light, humorous, creative and perhaps shorten versions of many other great books. If you've been a part of the Resistance for a few years, then move on because there are better books on concretely formulating and launching your Evil Plan.

The acclaimed author of *Ignore Everybody* is back with more irreverent wisdom, wit, and original cartoons. "It has never been easier to make a great living doing what you love. But to make it happen, first you need an EVIL PLAN. Everybody needs to get away from lousy bosses, from boring, dead-end jobs that they hate, and ACTUALLY start doing something they love, something that matters. Life is short." -Hugh MacLeod Freud once said that in order to be truly happy people need two things: the capacity to work and the capacity to love. *Evil Plans* is about being able to do both at the same time. The sometimes unfortunate side effect is that others will hate you for it. MacLeod's insights are brash, wise, and often funny.

About the Author Hugh MacLeod is a cartoonist and professional blogger known for his ideas about how Web 2.0 affects marketing. After a decade of working as an advertising copywriter, MacLeod started blogging at gapingvoid.com in 2001, publishing cartoons that he drew on the back of business cards in his spare time.