Lynn Neary: Introduces the idea of career change, and introduces

Neary: Let me ask you . . . Your previous books were somewhat related in that they covered the business world, but this one is far more philosophical. You’ve assembled around 50 stories of people who have no only asked the question but have answered the question “what should I do with my life?” What made you decide to take on a project like this?

Bronson: It’s tonally a very different book than the ironic, satirical books I’ve covered on high finance and high technology. The television show I was writing for was canceled, this was about three years ago at exactly this time. I was out of work, I had a baby on the way, my first, and I was at that crossroads where I was wondering how should I handle this situation? Should I just make money to support my family? Do I need to be there for my son, or do my artistic aspirations still matter at a crossroads like this? And I kind of saved my soul by trusting my instincts, and I craved to tell stories of people who had reinvented their lives to embrace greater truth and meaning. As you mentioned, I recorded a lot of people’s stories, and there’s about fifty in the book.