



If Not Now... Then When?
 Stories & Strategies of People
 Over 40 Who Have Successfully
 Reinvented Themselves
Peter J. Fogel
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When is it time to start afresh? On retirement, when

else! This refreshing new book from Peter Fogel proposes a recharged, new way of looking at life after 40. With most cultures in the East professing a tune-down beyond 50 after you have fulfilled your "karmic responsibilities", *If Not Now... Then When?* is almost an alternative lifestyle suggestion. Nevertheless, readers might find value in the autobiographical accounts of the many re-invented folks that have contributed to it.

A fairly lucid and humorous book, *If Not Now... Then When?* is a fairly easy read that you can cozy up with. Also, mutually independent and singularly exhaustive chapters mean that you can toggle from one chapter to another or jump straight to the one that catches your fancy.

Peter Fogel invites people that have turned-around from abject failure to astounding success, all from grit and self-motivation. You are sure to see a bit of yourself in the single mother, the waiter, the stuck-in-a-corporate-grind and the many others that fought off calamitous circumstances to come out hugely on top of things.

What is specifically admirable about this book is its ability to motivate without necessarily sounding profound about it. While the book does fall in the self-help category (or is it humor?) Peter Fogel thankfully stays away from maintaining a preaching tone that most books in that category are known for. The lessons are more for you to learn than for the author to teach.

The only challenge with the book though is its lack of context out of the USA, and it might take you a bit to relate to people, situations and the challenges that have been mentioned in here. However, that is easily overcome by focusing on the underlying message that comes out loud and clear – that it is never too late to achieve your dreams.

All in all this book is a great read as far as you do that with an open mind, and the will to kick back your shoes, look up to the ceiling and question "Yeah. Why-not?"

Venky Manda

Interview – Peter Fogel

What was your inspiration for this book? It certainly does not fall in line with the brand of humor that you've been associated with so far.

I was in the midst of my own reinvention and was talking to my therapist who suggested I write a book. I've always thought that authors and jazz musicians were on a different planet as far as creativity is concerned. But I had a writing background, having written in Hollywood. Lots of television and movie scripts. My forte is humor. It's how I see life... so when I wrote the book, my natural humorous tendencies came out it. Humor helps us all heal ourselves... regardless of our cultural background. The humor I found in the stories came from my life and the folks that I interviewed. One of the most important reasons for writing this book was that I wanted to learn about what I was going through from other people. I was interested in learning from other folks who were going through their own mid-career crisis, so they could help others.

Why do you think people "give up" beyond a particular age? Is this a serious issue? Your book has been out for some time. What kind of reactions have you got from readers?

It came out in March 2005. I can't tell you what a thrill it is to get e-mails from folks. I've gotten really splendid reviews and e-mails from people who said that they were moved by the stories, but more importantly they were motivated to take action with their own lives. This is from people across the globe. I hope to continue to make an impact with the other books and products I have.

Do you foresee the applicability of your book, and its concepts, in alternate cultures; specifically in the East?

Absolutely. Particularly in the East. Because people there (India) have a very strong work ethic. They want to improve the quality of their lives; their children's, and of course give something back to society. They truly want to make a difference. And India, an intriguing and interesting Democracy is the next big power house of prosperity, if it isn't already. I am told INDIA is the NEW China.

For the large bunch of us that are "seriously uninspired" right now and brooding over retirement... what is the key takeaway, the bottomline from "If not now, then when"?

TO DO IT! Henry Ford, the great car maker, once said "If you think you can... or you think you can't... then you're right!" Regardless of your age, it's up to you to take control of your own destiny.