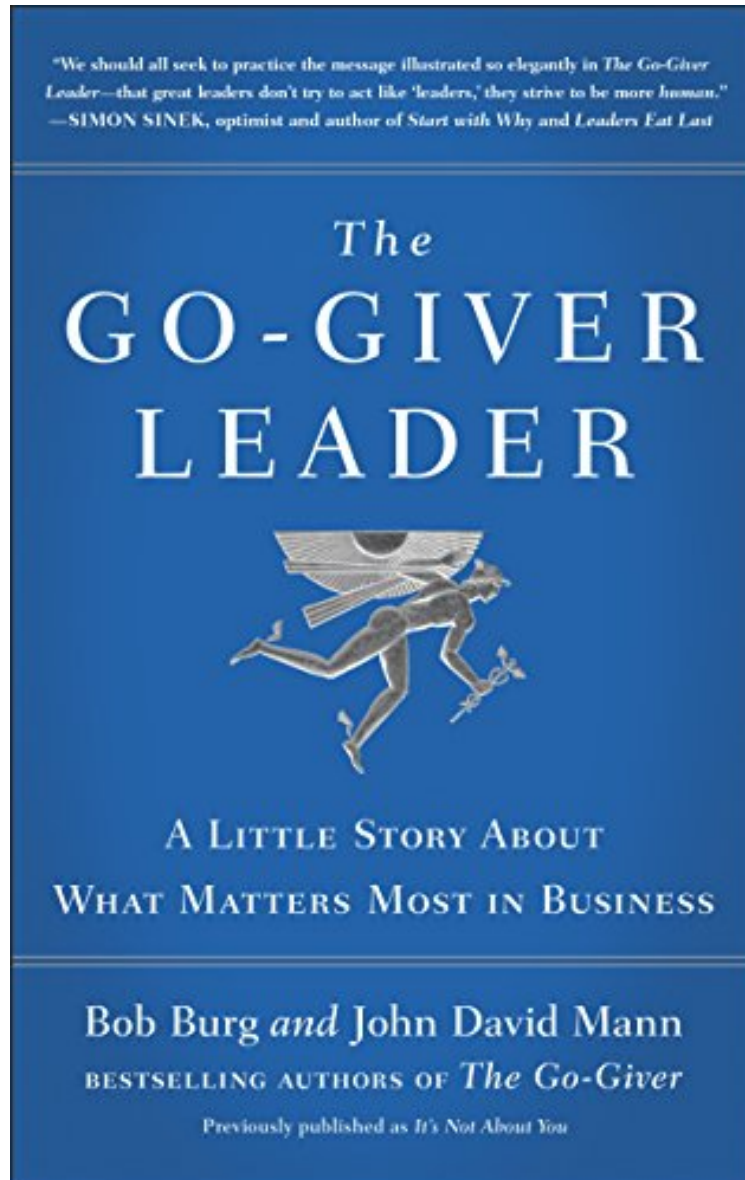


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The Go-Giver Leader: A Little Story About What Matters Most in Business

Bob Burg, John David Mann

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Bob Burg, John David Mann : The Go-Giver Leader: A Little Story About What Matters Most in Business before purchasing it in order to gage whether or not it would be worth my time, and all praised The Go-Giver Leader: A Little Story About What Matters Most in Business:

0 of 0 people found the following review helpful. What Many "Leaders" Don't Know About LeadershipBy Sherry

ChristieEvery executive who thinks leadership is "all about me" should read THE GO-GIVER LEADER for an eye-opening look at what it's really all about. The authors couch their message in a story about a young exec who tries to persuade a small, struggling firm with a strong people-focused culture that they need to let themselves be bought out by a bigger company. Young Ben's epiphany about truly effective leadership comes about during friendly discussions with an outside marketing expert, Claire, and her Miss Marple-like Aunt Elle. In this slim book's 166 pages, I believe you'll learn more about leadership than in an MBA program at Harvard Business School. As Le Herron, the retired CEO of Scotts, has said, "Leadership isn't about what you get out of it. It's about what others get out of it." Strongly recommended. 0 of 0 people found the following review helpful. A gem of a book By Laura Steward A gem of a book that delivers so much wisdom and insight into what it means to lead in all areas of life and business. The third book in The Go-Giver series does not disappoint. I highly recommend this book to everyone who wants to lead better at work and in life. The Go-Giver LEader is on my Top 10 list of books every leader should have on their book shelves and should be required reading in every high school and college. Grab a copy for your school-bound student! 0 of 0 people found the following review helpful. An Important Lesson For All By Marc A. Medley The Go-Giver Leader has a message for the custodian and CEO alike. We can ALL give. In too many instances the moral of this story is scoffed at or frowned upon when in reality it's the principals shared in this book that are the true game changers. Those of us who practice these principals are often thought of or viewed as weak when in actuality it takes great strength to live them. The Go-Giver Leader reminds us of this in an entertaining yet informative format. Kudos to the authors.

nbsp;"I met last week with your leaders," Ben began. "I heard what they had to say. And you know, they make a good point." He paused. Take charge, Ben, he told himself. Take control. He looked around the conference room. Take, take, take. Was that really what he was here to do?nbsp;With their acclaimed bestseller The Go-Giver, Bob Burg and John David Mann proved that a heartfelt parable could also express a powerful idea. In The Go-Giver Leader (originally published as "Not About You"), they offer an equally compelling tale about a struggling small business and the ambitious young executive trying to lead them to a crucial decision.nbsp;Allen Augustine has manufactured high-quality chairs for decades. Its people take pride in their work and feel loyal to their owners and management team. But this revered company is now at a crossroads, hurt by a tough economy, foreign competition, and a cash crunch. The air is filled with the scent of uncertainty, anxiety, perhaps even panic.nbsp;Into this setting enters Ben, who's been assigned by a larger firm to promote a merger that will rescue Allen Augustine. Ben's facts are undeniable: the chair maker can either merge and modernize or go bankrupt and vanish. So why can't he persuade anyone to buy in, from the CEO on down? Will Ben find a way to sway the employee shareholders before the climactic vote? And can Allen Augustine survive without losing its soul? The answers may surprise you as you follow Ben on his journey to understanding that the path to genuine influence lies less in taking leadership than in giving it. This revised and updated edition includes a new introduction, a discussion guide, and a QA with the authors. From the Hardcover edition.

"We should all seek to practice the message illustrated so elegantly in The Go-Giver Leader—that great leaders don't try to act like 'leaders'; they strive to be more human." —Simon Sinek, optimist and author of Start with Why and Leaders Eat Last "This book captures the essence of life and leadership. I recommend it!" —John C. Maxwell, author of The 21 Irrefutable Laws of Leadershipnbsp;"The Go-Giver Leader carries an important message for leaders, parents, and all other humans—that leadership, fundamentally, is about other people." —Captain L. David Marquet, U.S. Navy (ret.), author of Turn the Ship Around!nbsp;"Genuine leadership is about your team, your customers, your community, and your legacy. Share this book with those you care about." —Seth Godin, author of Linchpin, Tribes, and Purple Cownbsp;"Burg and Mann have, once again, masterfully employed common sense and good judgment to show that success happens when you have an egalitarian spirit, practice Golden Rule behavior every day, and empower your people to make decisions from their hearts and souls. I LUV this book." —Colleen Barrett, President Emerita of Southwest Airlinesnbsp;"Burg and Mann are not just great storytellers, they are also men of heart and soul. The Go-Giver Leader gets to the heart of lasting business success." —Gary Keller, author of The ONE Thing: The Surprisingly Simple Truth Behind Extraordinary Resultsnbsp;"A manifesto for twenty-first-century leadership packaged in a fun and engaging story. Buy this book and get it in the hands of everyone in your company!" —Darren Hardy, publisher of SUCCESS magazine, author of The Compound Effect "A fast read that reinforces leadership fundamentals hellip; truly applicable to any manager, anywhere."nbsp;—Booklistnbsp;"Burg and Mann, authors of the best-seller The Go-Giver, have written a compelling fable that succeeds as both a thought-provoking learning tool and, rather surprisingly, as a work of fiction with an unexpected plot twist at the end."nbsp;—Soundviewnbsp;"The Go-Giver books are love manifest in a system." —Robert G. Allen, New York Times bestselling author, Multiple Streams of Income and The One Minute Millionaire About the Author BOB BURG and JOHN DAVID MANN are the bestselling coauthors of The Go-Giver (embraced by hundreds of thousands of people around the world) and Go-

Givers Sell More.BURG is a highly sought-after conference speaker who teaches the principles at the core of The Go-Giver to audiences worldwide. A former top sales professional, he is also the author of Endless Referrals and Adversaries into Allies. He was named by the American Management Association as one of the Top 30 Most Influential Thought Leaders in Business for 2014. MANN is an entrepreneur and award-winning coauthor whose titles include the New York Times bestsellers Flash Foresight and The Red Circle and the national bestsellers Among Heroes and The Slight Edge. His Take the Lead (with Betsy Myers) was named by Tom Peters and The Washington Post as Best Leadership Book of 2011.