



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

By Bob Burg, John David Mann

Penguin Books Ltd, United Kingdom, 2016. Paperback. Book Condition: New. 198 x 129 mm. Language: English . Brand New Book. This is the classic companion to the international bestseller The Go-Giver. Share this book with those you care about. (Seth Godin). 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, Success Magazine). Ben is an ambitious young executive charged with persuading 500 employee shareholders to agree to a merger that will save their company. But despite his best efforts, he can't convince anyone to buy in to the deal. During his week at the company, Ben realizes that his aggressive style is actually making it harder to reach his goals. Will Ben find a way to sway the shareholders before the climactic vote? The answer 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. Please note: This book was previously published under the title It's Not About You.

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