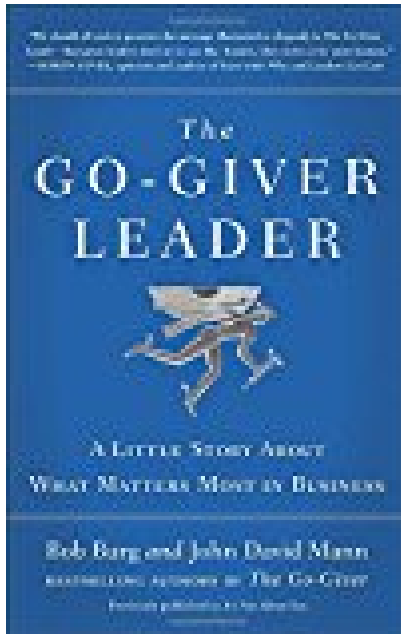


The Go-Giver Leader A Little Story About What Matters Most in Business



BOOK DETAILS

- Author : Bob Burg
- Pages : 176 Pages
- Publisher : Portfolio
- Language : English
- ISBN : 039956294X

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BOOK SYNOPSIS

"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? 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 *It's 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. 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. 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 Q&A with the authors. From the Hardcover edition.

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