It's Not About You - A Little Story About What Matters Most in Business

Please note that IT'S NOT ABOUT YOU has been revised and republished with a new title, THE GO-GIVER LEADER (ISBN: 9780399562945). We encourage you to search for THE GO-GIVER LEADER instead of the old edition.

The Go-Giver Leader - A Little Story About What Matters Most in Business (Go-Giver, Book 2)

“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.

The Go-Giver, Expanded Edition - A Little Story About a Powerful Business Idea (Go-Giver, Book 1)

“Most people just laugh when they hear that the secret to success is giving. . . . Then again, most people are nowhere near as successful as they wish they were.” The Go-Giver tells the story of an ambitious young man named Joe who yearns for success. Joe is a true go-getter, though sometimes he feels as if the harder and faster he works, the further away his goals seem to be. Desperate to land a key sale at the end of a bad quarter, he seeks advice from the enigmatic Pindar, a legendary consultant referred to by his many devotees simply as the Chairman. Over the next week, Pindar introduces Joe to a series of “go-givers”: a restaurateur,
a CEO, a financial adviser, a real estate broker, and the “Connector” who brought them all together. Pindar’s friends teach Joe the Five Laws of Stratospheric Success and help him open himself up to the power of giving. Joe learns that changing his focus from getting to giving—putting others’ interests first and continually adding value to their lives—ultimately leads to unexpected returns. Imparted with wit and grace, The Go-Giver is a classic bestseller that brings to life the old proverb “Give and you shall receive.” Nearly a decade since its original publication, the term “go-giver” has become shorthand for a defining set of values embraced by hundreds of thousands of people around the world. Today this timeless story continues to help its readers find fulfillment and greater success in business, in their personal lives and in their communities. This expanded edition includes the text of the original business parable, together with a foreword by Arianna Huffington, a new introduction, a discussion guide, and a Q&A with the authors.

**Adversaries into Allies - Master the Art of Ultimate Influence**

The bestselling co-author of The Go-Giver offers new insights into what it means to be truly influential. Faced with the task of persuading someone to do what we want, most of us expect resistance. We see the other person as an adversary and often resort to coercion or manipulation to get our way. But while this approach might bring us short-term results, it leaves people with a bad feeling about themselves and about us. At that point, our relationship is weakened and our influence dramatically decreased. There has to be a better way. Drawing on his own experiences and the stories of other influential people, communication expert Bob Burg offers five simple principles of what he calls Ultimate Influence—the ability to win people to your side in a way that leaves everyone feeling great about the outcome. In the tradition of Dale Carnegie’s *How to Win Friends and Influence People*, Burg offers a tried-and-true framework for building alliances at work, at home, and anywhere else you seek to win people over.

**Go-Givers Sell More**

With their national bestseller The Go-Giver, Bob Burg and John David Mann took the business world by storm, showing that giving is the most fulfilling and effective path to success. That simple, profound story has inspired hundreds of thousands of readers around the world—but some have wondered how its lessons stand up to the tough challenges of everyday real-world business. Now Burg and Mann answer that question in Go-Givers Sell More, a practical guide that makes giving the cornerstone of a powerful and effective approach to selling. Most of us think of sales as convincing potential customers to do something they don’t really want to. This mentality sets up an adversarial relationship and makes the sales process much harder than it has to be. As Burg and Mann demonstrate, it’s far more productive (and satisfying) when salespeople think like Go-Givers. Cultivate a trusting relationship and focus exclusively on creating value for the other person, say the authors, and great results will follow automatically. Drawing on a wide range of examples of real-life salespeople who have prospered by giving more, Burg and Mann offer tips and strategies that anyone in sales can start applying right away.

**The Go-Giver - A Little Story About a Powerful Business Idea**
A new edition with expanded content is available now, “The Go-Giver, Expanded Edition: A Little Story About a Powerful Business Idea” An engaging book that brings new relevance to the old proverb “Give and you shall receive” The Go-Giver tells the story of an ambitious young man named Joe who yearns for success. Joe is a true go-getter, though sometimes he feels as if the harder and faster he works, the further away his goals seem to be. And so one day, desperate to land a key sale at the end of a bad quarter, he seeks advice from the enigmatic Pindar, a legendary consultant referred to by his many devotees simply as the Chairman. Over the next week, Pindar introduces Joe to a series of “go-givers:” a restaurateur, a CEO, a financial adviser, a real estate broker, and the “Connector,” who brought them all together. Pindar’s friends share with Joe the Five Laws of Stratospheric Success and teach him how to open himself up to the power of giving. Joe learns that changing his focus from getting to giving—putting others’ interests first and continually adding value to their lives—ultimately leads to unexpected returns. Imparted with wit and grace, The Go-Giver is a heartwarming and inspiring tale that brings new relevance to the old proverb “Give and you shall receive.” From the Hardcover edition.

**The Go-giver Leader - A Little Story about what Matters Most in Business**

(Previously published as It's Not About You)

**The Go-Giver Influencer - A Little Story About a Most Persuasive Idea** *(Go-Giver, Book 3)*

From the bestselling authors of The Go-Giver, Go-Givers Sell More, and The Go-Giver Leader comes another compelling parable about the paradox of getting ahead by placing other people's interests first. The Go-Giver Influencer is a story about two young, ambitious businesspeople: Gillian Waters, the chief buyer for Smith & Banks, a midsized company that operates a national chain of pet accessory stores; and Jackson Hill, the founder of Angels Clothed in Fur, a small but growing manufacturer of all-natural pet foods. Each has something the other wants. To Jackson, Smith & Banks represents the possibility of reaching more animals with his products—if he can negotiate terms and conditions that will protect his company's integrity. To Gillian, Angels Clothed in Fur could give her company a distinctive, uniquely high-quality line that will help them stand out from their competitors—if Angels Clothed in Fur can be persuaded to give them an exclusive. At first, the negotiations are adversarial and frustrating. Then, coincidentally, Gillian and Jackson each encounter a mysterious yet kindly mentor. Over the next week, while neither one realizes the other is doing the same, both Gillian and Jackson learn the heart of both mentors' philosophies: The Five Secrets of Genuine Influence. The story ends in a way that surprises everyone—and with lessons we can all apply in our efforts to resolve conflicts and influence others.

**SUMMARY - The Go-Giver Leader: A Little Story About What Matters Most In Business By Bob Burg And John David Mann**

* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big
book in less than 30 minutes. As you read this summary, you will discover how to become a humble and caring leader. You will also discover: that the strength of a collective is the people in it, not the leader; that a good leader does not impose his authority, but invites others to progress and strive for excellence; that leadership is exercised on the ground, close to the individuals, with dedication and humility; that no one is omniscient or indispensable; that replacing the balance of power with respect and giving does not mean submitting, but rather encouraging your fellow men to do the same. There are many books, theories and advice on leadership: vertical or horizontal, more or less authoritarian, it is a constant preoccupation of leaders. But to focus so much on the abilities and conduct of an individual alone is a mistake. What really counts is the collective: the leader is there to guide and serve, to give each person the means to realize his or her potential. Through a parable on this central theme of the company, Bob Burg and John David Mann give you the keys to a new approach. It is not a model, but a state of mind: giving, emancipating, respecting and knowing how to step aside. *Buy now the summary of this book for the modest price of a cup of coffee!

The Art of Persuasion - Winning Without Intimidation

The Art of Persuasion teaches you how to get what you want when you want it. You would love to have that ability, right? After studying some of the most successful men and women in modern history, author Bob Burg noticed how many common characteristics these people have—and shares them all with you. One trait that stands above all the rest is their ability to win people over to their way of thinking—they were all persuasive. Each of these life winners had a burning desire, coupled with great creativity, and a total, unshakable belief in their mission or cause. The Winning principles you will learn include: Making People Feel Important Everything is Negotiable Dealing with Difficult People Persuasion in Action What Sets You Apart from the Rest Nuggets of Wisdom Presented in everyday, clear, and often humorous language, The Art of Persuasion leaves an impression on you that will last a lifetime—filled with one success after another!