

The Go-Giver: A Little Story About a Powerful Business Idea

By Bob Burg, John David Mann

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The Go-Giver: A Little Story About a Powerful Business Idea By Bob Burg, John David Mann

"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, a new introduction, a discussion guide, and a Q&A with the authors.

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The Go-Giver: A Little Story About a Powerful Business Idea By Bob Burg, John David Mann Bibliography

- Sales Rank: #302042 in Books
- Published on: 2016-06-21
- Released on: 2016-06-21
- Formats: Audiobook, CD

- Original language: English
- Number of items: 3
- Dimensions: 5.75" h x .75" w x 5.25" l,
- Running time: 180 minutes
- Binding: Audio CD

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Editorial Review

From Publishers Weekly
This modern-day business parable, a quick read in the spirit of The Greatest Salesman in the World and The One Minute Manager, should do well with eager corporate-ladder climbers, who may at first be confused by its focus: on putting the other guy first-be it a colleague, competitor, customer, friend or family member. Told through the fictitious story of an ambitious young salesman named Joe, Burg and Mann communicate their points through the advice of an enigmatic (and highly likeable) mentor character known as Pindar. Rather than help Joe snag a fast sale, the consultant introduces him to series of "go-givers" who personify the "Five Laws of Stratospheric Success." Over the course of five days, a restaurateur, a CEO, a financial advisor, a real-estate broker and the mysterious "Connector" teach Joe about the laws of value, compensation, influence, authenticity and receptivity-concepts that make more immediate sense in this fictional context than they would in a formal business book. Burg (Endless Referrals: Network Your Everyday Contacts Into Sales) and Mann (You Call the Shots) write with a simple, informal style that offers a working-person's interpretation of the old adage "give, and you shall receive."
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Review
Most people don't have the guts to buy this book, never mind the will to follow through and actually use it. But you do. And I'm certain that you'll be glad you did. Seth Godin, author of The Dip The Go-Giver is the best business parable since The Greatest Salesman in the World and The One Minute Manager. Pat Williams, author of Souls of Steel, and senior vice president, Orlando Magic The Go-Giver is one of those rare books that entertains with a great storyline while simultaneously delivering an uplifting, life-affirming message that we can apply immediately. Darren Richardson, author of Science of Mind Not since Who Moved My Cheese? have I enjoyed a parable as much as this. You owe it to yourself to read The Go-Giver and share its message with those who matter most to you. David Bach, author of The Automatic Millionaire

About the Author
Bob Burg is a highly sought-after 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. John David Man has been writing about business, leadership, and the laws of success for more than twenty years. He is the author of The Zen of MLM and co-author of You Call the Shots and A Deadly Misunderstanding.

Users Review

From reader reviews:

Margaret Barone:

The actual book The Go-Giver: A Little Story About a Powerful Business Idea will bring that you the new experience of reading a book. The author style to spell out the idea is very unique. In the event you try to find new book to learn, this book very suitable to you. The book The Go-Giver: A Little Story About a Powerful Business Idea is much recommended to you to see. You can also get the e-book from your official web site, so you can more readily to read the book.

Sallie Farris:

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Margaret Padua:

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