

UPDATED WITH A NEW INTRODUCTION, AUTHOR Q&A
AND A FOREWORD BY ARIANNA HUFFINGTON

*'The Go-Giver is the most important parable
about business – and life – of our time'*

ADAM GRANT,
bestselling author of Give and Take

GLOBAL
BESTSELLER

The GO-GIVER



A LITTLE STORY ABOUT A
POWERFUL BUSINESS IDEA

Bob Burg *and* John David Mann



John David Mann & Bob Burg

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



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A positive book with a powerful idea, devalued by its use of prophetic language and oversimplifications. This bite-sized book is a great reminder of the importance of a positive-sum, altruistic focus in business. Thank you, Bob! I plan to buy this book for every person in my inner circle and leave one on every desk in my own office. This is a good book to possess in your tool belt if you want some motivation or want to reevaluate how you strategy business. Teach him to fish and he eats for a lifetime. Whenever I lose view of why I really do what I do, my business suffers, or I must compromise my ethics. It devalues what usually are helpful and incredibly positive lessons to live by. The authors cleverly divert the need to provide a lick of supporting evidence while still getting apart with calling their ideas "Laws and regulations" by presenting their ideas through a parable. The tale fails to adequately provide support because of its assured assertions for achievement. I'm extremely grateful I stumbled across The Go-Giver and today give it as a gift to numerous! If you're likely to dub something a "Law of Stratospheric Success", far more justification is required than a mere short story.4. Life Changing I read a whole lot of books. I don't doubt the legitimacy in the inherent lessons proposed in this publication. Bob is usually genius and phenomenal individual too. I wish every person on the planet could read this book . I highly recommend this book.. THE LAW OF AUTHENTICITY - The most effective gift you need to present is yourself. It would change the globe. I'd recommend this reserve to someone who wants a super-quick and light continue reading mindsets, perspectives, and inspiration behind success in business. Each time I read it I find out something brand-new and am again inspired to action- utilizing the effective wisdom and truths within the written text. If we all started to give also to cooperate, to collaborate extensively, also to put others before us, all would transformation for the good.? It reminds me of "Provide a man seafood and he eats for a time. I actually cannot give this book more than three superstars due to the over-simplicity, particularly in relation to the absolutism of the language used to support the book's concepts." Joe learned to fish using these five "laws and regulations":1. THE LAW OF VALUE - Your true worth is determined by just how much even more you give in value than you ingest payment.2. I have a feeling that the more jaded among us might view it as a danger to their world view.3. THE LAW OF INFLUENCE - Your influence depends upon how abundantly you place other people's interests first. Yes that is only a tale, but their "Legislation" clearly is intended to be put on life and a Law implies causation. I wish every person on the planet could read this publication. This book gives 5 simple rules for success, plus they are awesome. The author does suggest you adhere to your passions. Certainly work reading because it is an excellent reminder that success depends on helping others first. Finally someone Saying what our intuition has often told us about business The concepts explained in this book should be mandatory reading in every the schools in the country. A lot of excellent books! Good Reminer Read An extremely short, easy browse that's in tale format. I would encourage everyone to give these theories a try and make contact with the authors of the book with sensitive proof the outcomes. The lessons and "Laws and regulations" presented in this book hold value and so are likely embodied by most business owners who have built successful businesses.!! Great lessons in an adequately entertaining tale. It had been a dramatic shift in all that I did interpersonally with everyone I'd meet. As business tips and life assistance, it hits a house run. THE LAW OF COMPENSATION - Your income is determined by just how many people you serve and how well you serve them. How do it possibly work to seek to provide to others and expect that to come back? But it does. And it can in spades. The even more we all focus on helping others succeed, we can reap more incentive ourselves. I have noticed it in my own business for sure. I especially don't appreciate how the authors' had Pindar utilize the word "Law" to describe his lessons.5. The go -giver changed just how I approached not only the way I viewed my business however in the way I addressed the members

of my children and friends.. Fascinating! That will take a while. I am racking your brains on how as a lawyer I can implement the lessons. Frankly, I have no idea what to make of it? A young man, Joe, goes to a known mentor with one idea in mind and walks away with much more. All I could say is I loved reading it from cover to cover. It kept me to the finish. I found this book fascinating. Shift concentrate from you to them Watch yourself grow. Great reminders of how exactly to be effective, and where you can keep the goal of what you do. As a tale, this little novel is rather entertaining. They'll be referring to this philosophy 30,40,50 years from right now and it will be known as the book that changed the thoughts of a nation Great communications, but a trite story This book has some great ideas, but I believe it would been employed by far better using real stories rather than going the "fable" route. I know fables are supposed to be short and broadly-written to deliver a obvious message, but Joe's story felt therefore contrived and "deus ex machina", it became unrelatable. Which is a shame, because I must say i liked the overall tenets of the story. Seems like one's quality of life would be so much better if you focused on, as the reserve suggests, helping people rather than competing with them or negotiating with them. I just feel just like the messages could have been more powerful with real-life tales of them doing his thing vs. a trite fable. Nothing to dislike. Five Stars great read Great book Great Book How a successful mind thinks. THE LAW OF RECEPTIVITY - The key to effective giving is definitely to stay open to receiving. Very good book The main thing I got out of this book is to provide more value than you are receiving. Excellent! Which is certainly ironic because in the tale itself, Pindar makes his case to Joe by presenting him not really with fables, but with real-life examples of the lessons to end up being learned. Brilliant book for anybody who would like to be happy It is one of the best book I have ever read. But Personally i think obliged to include that, like many motivational / self-improvement books that I've examine: the tone is certainly grandiose and flirts with omniscience, the text messages are oversimplified, the teachings promise gargantuan degrees of success, and for that reason this book must be taken with a wholesome dose of realistic thinking, trial-and-error via software in your own lifestyle, and skepticism. I must say i enjoyed the reserve and learnt a great deal about how exactly universe works. Great product Great product A set of principles we are able to all prosper to follow Great book by an excellent guy. It'll go right on your shelf next to your Jim Rohn, Brian Tracy, Earl Nightingale, and other motivational achievement books. If the authors acquired accurately dubbed them the "Concepts of Stratospheric Success", I'd have much fewer problems with this tale. They apply to business but also in every that we do inside our personal lives. But there are very few that I'd tag "existence changing" The Go-Giver is certainly one of them. You can easily read but could be go through over and once more. It's THAT POWERFUL. Not to mention Pindar's prophetic promise of "stratospheric successes" to result from following the laws.



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