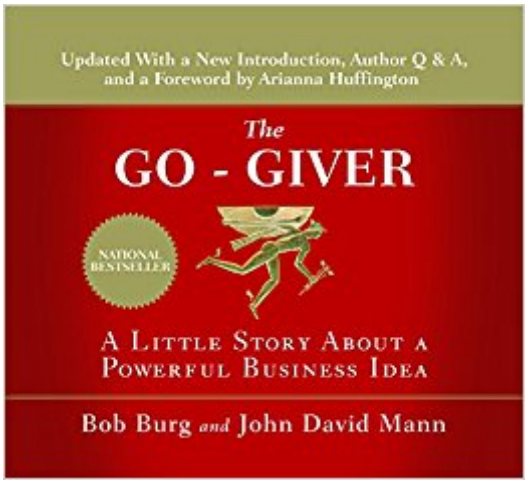
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The Go-Giver: A Little Story About A Powerful Business Idea



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Synopsis

"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 simÃ Â- ply 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 introÃ Â- duction, a discussion guide, and a Q&A with the authors.

Book Information

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Customer Reviews

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." Copyright Â© Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

Ã¢â ¬Å“A quick read in the spirit of The Greatest Salesman in the World and The One Minute Manager. Burg and Mann write with a simple, informal style that offers a working-personÃ¢â ¬â„¢s interpretation of the old adage Ã¢â ¬Ëœgive and you shall receive.Ã¢â ¬â„¢Ã¢â ¬Â•Ã¢â ¬â •Publishers Weekly Â Ã¢â ¬Å“The powerful business idea referenced in the title is that Ã¢â ¬Ëœshifting the focus from getting to giving and putting the other person first is the key to business success and personal fulfillment.Ã¢â ¬â„¢ Ã¢â ¬Â¦ Explanations of these concepts and how to employ them are clear and to the point.Ã¢â ¬Â•Ã¢â ¬â •Booklist Â Ã¢â ¬Å“The world always needs a fresh approach to its most important messages. The Go-Giver is a great way to continue to spread a positive and enriching message.Ã¢â ¬Â•Ã¢â ¬â •Soundview Executive Book AlertÂ Ã¢â ¬Å“Similar to Mitch AlbomÃ¢â ¬â„¢s Tuesdays with Morrie, providing wisdom and insight on how to be more successful.Ã¢â ¬Â•Ã¢â ¬â •TheStreet.comÂ Ã¢â ¬Å“The Go-Giver has created such a buzz CEOs are buying it in bulk for their entire organizations.Ã¢â ¬Â•Ã¢â ¬â •Huffington PostÂ Ã¢â ¬Å“A cross between Jonathan Livingston Seagull and The 7 Habits of Highly Effective People Ã¢â ¬Â¦ an uplifting, quick read of a book that will appeal to customers who want to bring more heart and a holistic sense of mission to their livelihoods.Ã¢â ¬Â•Ã¢â ¬â •Retailing InsightÂ Ã¢â ¬Å“Deftly written and thoroughly reader-friendly Ã¢â ¬Â¦ informed and informative as well as inspired and inspiring.Ã¢â ¬Â•Ã¢â ¬â •Midwest Book ReviewÂ Ã¢â ¬Å“The most

important parable about businessÃ¢â ¬â •and lifeÃ¢â ¬â •of our time.Ã¢â ¬Â• Ã¢â ¬â • Adam Grant, New York Times bestselling author of Give and TakeÃ Â Ã¢â ¬Å“A must-read for anyone who wants to change the world.Ã¢â ¬Â• Ã¢â ¬â •Glenn Beck, talk show host and founder of TheBlazeÃ Â Ã¢â ¬Å“A small book that packs a huge idea. As Burg and Mann show in their compelling tale, not only do givers prosper, they also change the world.Ã¢â ¬Â• Ã¢â ¬â •Daniel H. Pink, author of To Sell Is Human and DriveÃ Â Ã¢â ¬Å“The Go-Giver is one of my favorite books ever. It has made a huge difference in my life, and it aligns with everything I stand for. If you donÃ¢â ¬â„¢t have this book, you have to get yourself a copy now.Ã¢â ¬Â•Ã¢â ¬â •Marie Forleo, founder of B-School and MarieTVÃ Â Ã¢â ¬Å“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. It is a beautiful book, one that will touch your soul and inspire your heart.Ã¢â ¬Â•Ã¢â ¬â •David Bach, author of The Automatic MillionaireÃ Â Ã¢â ¬Å“If you follow the principles in this fantastic little bookÃ¢â ¬â •if you really strive to be a Ã¢â ¬Ëœgo-giverÃ¢â ¬â„¢Ã¢â ¬â •youÃ¢â ¬â„¢ll find that Zig Ziglar was right: You really Can have everything in life you want if you just help enough other people get what They want.Ã¢â ¬Â• Ã¢â ¬â •Dave Ramsey, host of the Dave Ramsey ShowÃ Â Ã¢â ¬Å“There are very few books that make you want to buy a copy for every single person you know. The Go-Giver is one of those rare books that turn a reader into an evangelist.Ã¢â ¬Â•Ã¢â ¬â •Lisa Earle McLeod, author of Selling with Noble PurposeÃ Â Ã¢â ¬Å“The Go-Giver is filled with timeless truths practically presented that will positively transform every reader; itÃ¢â ¬â„¢s a brilliant and easily read guide to doing good and doing well.Ã¢â ¬Â•Ã¢â ¬â •Rabbi Daniel Lapin, author, Business Secrets from the Bible and Thou Shall Prosper

I absolutely love this book because it made me feel like I was not alone in thinking this exact same way! In life, especially as people move past the will to treat people as human beings, and on to entering into career success or entrepreneurship with their agendas; there is a tendency to hurry up and do everything without staying true to self or granting self the power affiliated with having a plan with a willingness to deviate. This book made my heart happy because it relays so many of the principles taught about honoring self and others, and kicks it up to make those who may have forgotten these philosophies see the value in them. I have bought this book three times now, because of wanting some of some truly great students served by Love In Abundance, Inc. to remember them and the philosophies attached. I will continue to direct our students to keep this book as a mode of excelling in life, while maintaining their humanity.

I get it. If something is complicated and complex, then it must have value. Except that is not generally the case. Simple truths carry the most power, are far reaching and have the greatest impact. Simple stories that teach are valuable in that they are easy to remember, to recreate in your mind and then hang the lessons on the appropriate parts of the story. This is the value of Bob Burg's and John David Mann's "The Go-Giver".Full disclosure here. I am a coach and speaker with the John Maxwell Team, and as such, I am frequently recommending one of John's 73 books. However, "The Go-Giver" is the book that I recommend most to clients, associates and friends, often giving it as a gift, because it embodies the foundational thoughts behind the cutting edge of business in today's market place. (see Daniel Pink's excellent new book "To Sell Is Human"Ã Â To Sell Is Human) A simply told story constructed around powerful truths makes a dynamic case.Some might argue that these "truths" are pie in the sky and while they sound nice, they just don't work in the real world of business. Tell that to Zappos, Caribou Coffee, Apple, Costco Wholesale and a slew of successful companies that operate on principles just like these.THE FIVE LAWS OF STRATOSPHERIC SUCCESSThe Law of Value Your true worth is determined by how much more you give in value than you take in payment.The Law of Compensation Your income is determined by how many people you serve and how you serve them.The Law of Influence Your influence is determined by how abundantly you place others people's interests first. givers attract, they're magneticThe Law of Authenticity The most valuable gift you have to offer is yourself. Authenticity - it's who you are.The Law of Receptivity The key to effective giving is to stay open to receiving.GOLDEN RULE OF BUSINESS: All things being equal - people will do business with and refer business to those people they know, like and trust.Also check out Bob Burg's and John David Mann's follow up book "It's Not About You".Ã Â It's Not About You: A Little Story About What Matters Most in BusinessGive me a simple story any day - it's the one I'll remember!

We live in a world where that a leader that is aggressive, fearless and energetic is the best. Maximizing profits is the most important thing . In Simple words to win is the ultimate goal no matter how many lives are affected. the question I ask myself is, in this reality where are the values or the universal principles that have allowed the coexistence of human beings.? And by values or universal principles I am referring to compassion, kindness, patience, respect, sharing, justice,faith, among other. Certainly at least from my point of view values ÃƒÂ¢Ã â ¬Ã â ÃƒÂ¢Ã â ¬Ã â are the foundation upon which you can build not just a company but a whole world. who could think that "the more we give is actually the more we receive. .. But it is true I am a living witness that that rule

is true.But an intriguing question this book brought to me is if I am prepared to receive and if am I aware that I am receiving all the time?By means of a simple novel this book breaks down the truth about how important it is to give the best of ourselves even if that is not enough to others.I really consider that this book by far transcends the realm of business ,its message is powerful and applicable to life it self. As it is attributed to be a prayer that was written in one of the walls of the house where Mother Teresa in Calcuta: " give the world the best you have and it might never be enough, give the world the best you have anyway. In the final analysis it was never between you and them, it was always between you and God anyway "

The was just what I needed. Was not like most other books on success, more in line with the one minute manager and other great story telling teachers that have helped so many of us reframe and redirect our lives. The concepts are presented through a series of encounters with believable characters that share a life lesson that can be immediately tried out by the reader because in a way, the writer shows that small steps in the right direction will lead to greater deeds later on. All I can say is you have to read it then share it with someone then hold each other accountable to try each concept on for size for just one week. I am looking for that person I can share it with now and I'll try to share an update.

I've never read a book that had an impact on me like this book did. I can genuinely feel how much the author of the book cares about the reader as I'm reading.This book has changed the way I think about business and life. I've learn a ton about business and why I'm not seeing the success I'm looking for.Highly recommend this book to anyone that wants to live a happier and more fulfilled life.

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