

# The Go Giver

The Go-GiverThe Go-Giver, Expanded EditionThe Go-GiverThe Go-Giver  
InfluencerThe Go-Giver MarriageGo-Givers Sell MoreThe Go-Giver LeaderThe Go-Giver LeaderWinning the Customer: Turn Consumers into Fans and Get Them to Spend MoreYour Million Dollar DreamThe Go-giverBureau FarmerThe DrillerThe Insurance FieldMutual UnderwriterHow to Learn Danish (Dano-Norwegian). ...ForbesEast and West SeriesITAM. Printers' Ink Bob Burg Bob Burg Bob Burg Bob Burg John David Mann Bob Burg Bob Burg Bob Burg Lou Imbriano Tamara Monosoff Vashni Young Elise C. Otté  
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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

this expanded edition of the go giver 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 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 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

now with a foreword by arianna huffington this terrific book wonderfully illuminates the principles of contribution abundance service and success stephen covey bestselling author of the 7 habits of highly effective people 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 bestselling author of this

is marketing 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 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 many devotees simply as the chairman over the next week pindar introduces joe to a series of successful go givers who 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 results

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

to say love is what makes a marriage work is like saying it takes oxygen to climb a mountain yes oxygen is necessary but not sufficient from the author of the bestselling go giver series and his wife a clinically trained therapist this one of a kind relationship guide shows readers how to unlock a deeply satisfying abundant relationship based on simple everyday acts of generosity in this new narrative a position has opened up

at the top of the multinational giant rachel s famous coffee and tom desperately wants the job to gain the position he must first go through a series of interviews with the company s top executives including its eccentric cfo jeremiah tom s wife tess is facing her own challenges the couple first met on the job where tess was a rising star until her career was put on hold by the birth of a son with special needs the trauma and heartbreak of the past six years has put tremendous stress on their marriage now tess has learned that her best friend amy is getting a divorce could she and tom be drifting in the same direction the thought leaves her stomach in knots but tom and tess are about to have a transformational day over the next few hours they will each learn from a wise cast of characters including some surprise guests from previous go giver stories about five powerful secrets to building a love that lasts over the years since the original book s publication the term go giver has become shorthand for a defining set of values that has helped hundreds of thousands of people around the world find greater professional success now with its charming fable within a parable followed by an in depth practical guide the go giver marriage brings the personal side of the go giver to life

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

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 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 classic companion to the international bestseller the go giver share this book with those you care about seth godin a manifesto for twenty first century leadership packaged in a fun and engaging story buy this book and get it in the hands of everyone in your company darren hardy success magazine ben is an ambitious young executive charged with persuading 500 employee shareholders to agree to a merger that will save their company but despite his best efforts he can't convince anyone to buy in to the deal during his week at the company ben realizes that his aggressive style is actually making it harder to reach his goals will ben find a way to sway the shareholders before the climactic vote the answer 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 please note this book was previously published

under the title it's not about you

build customer relationships and win big revenue unbreakable relationships are crucial to success in business lou imbriano captures what it takes to forge the kind of deep credibility that encourages consumers and clients to trust you with their hard earned dollars if you want to deepen your customers trust and grow your revenues i suggest you read winning the customer and you will win bob reynolds president ceo putnam investments lou imbriano rescues the word winning from the clutches of charlie sheen and like a patriots playbook lou takes you through his game plan for successfully building a victorious team that opponents will respect and fear from who should be answering your phone to effectively saying no it's all there lazy unmotivated people this is not for you steve levy espn sportscenter anchor imbriano definitely made his mark in the nfl and now he's an mvp again with his new book winning the customer lou's down to earth marketing philosophies which he brought to the patriots epitomize how everyone in any industry should approach marketing if you want to truly know how to build remarkable business relationships read winning the customer michael o hara lynch head of global sponsorship visa at a time when consumers have the power to use media where and how they choose to like dislike and share their opinion on products and corporations brand engagement is the best answer to build emotional and enduring relationships between brands and all their relevant communities this book should be given to anyone who wants to understand the new dynamics that can bond brands with their ever demanding customers lucien boyer president global ceo havas sports entertainment about the book during his nine years in senior marketing positions with the new england patriots lou imbriano laid the foundation and marketing vision for the football team that led to its astronomical growth and explosive revenue perfectly positioning them to be ready for when the patriots became repeat super bowl champions and the nfl brand to beat now ceo of trinityone a strategic marketing firm lou has an undefeated record of showing all types of companies how to tackle customer relationships and convert them into tangible revenue in winning the customer lou delivers his original strategies for both short and long term financial success the marketing playbook how to identify those who are dying to spend money with you relationship architecture how to connect with

customers in meaningful ways and create memorable moments the revenue game how to build revenue instead of selling concepts throughout the book you'll find Lou's dynamic personal stories drawn right from his years of real world business experience he's learned that to maximize revenue every organization must both turn its customers into fans and coax those fans to spend freely winning the customer shows you how to do just that using the three tiers of customer relationships Imbriano shares his strategies with his innovative delivers system dedication entertainment loyalty investment vision energy responsibility and sacrifice filled with practical information and written in Lou's inimitable conversational style winning the customer is your all pro offensive attack against old ineffective methods and flat results Lou's tools will give any business an inspired team supersized income and a virtual stadium full of engaged high paying customers

create your someday life today get ready to let your dreams take flight Tamara taught me things I wish I'd known years ago it would have saved me a lot of time and money Jamie Novak founder of bitesizeliving.com and author of Stop Throwing Money Away and the Get Organized Answer Book a heart pounding read for entrepreneurs who want answers to all those nagging questions Read It and Fly Nell Merlino creator of the Take Our Daughters to Work Day and Make Mine a Million business programs and author of Stepping Out of Line Link Your Dream to Practical Business Possibilities identify your skills and motivations create an effective business plan use Twitter and Facebook as powerful business tools find the funding to support your business

preface I wanted 120 000 000 go givers ii the most important sale of all iii the best course in selling is free iv my selling kit v selling a million a year vi from quotas to competition vii sizing the buyer up and down viii only a clerk ix selling should begin before twenty x selling after forty xi what hast thou in the house xii a letter from the supreme sales manager

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