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

Bob Burg, John David Mann

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“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.

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