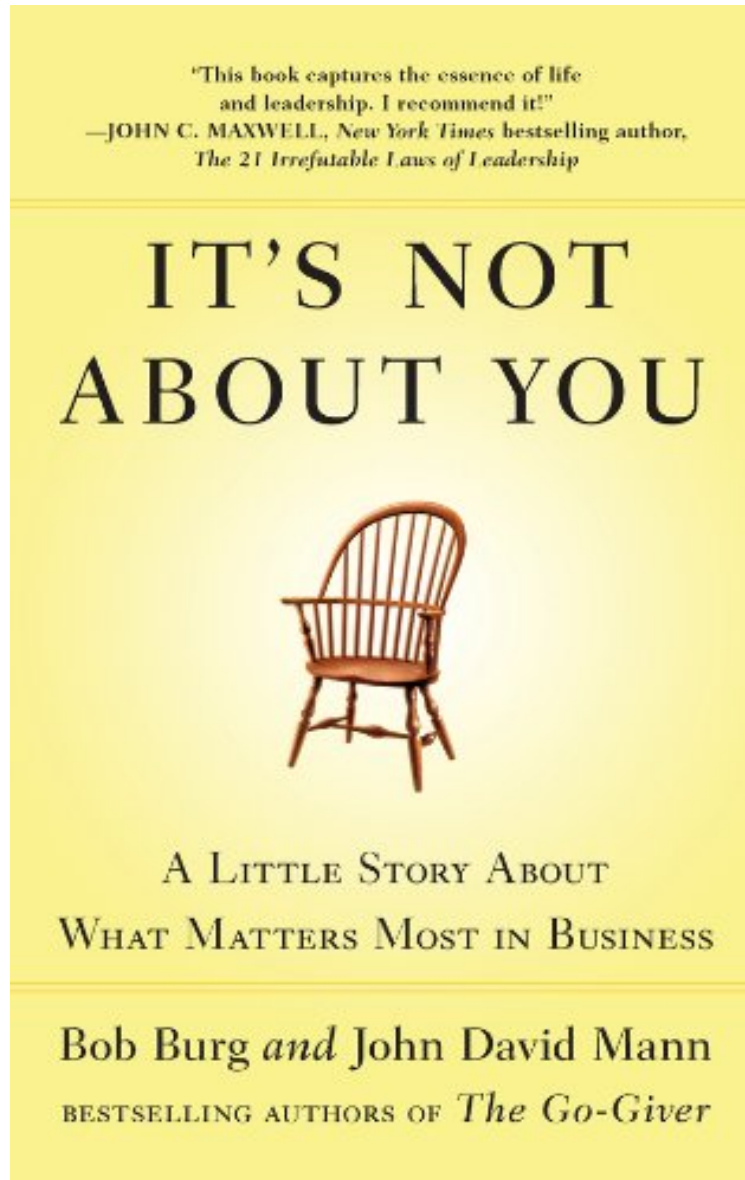


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It's Not About You: A Little Story About What Matters Most in Business

Bob Burg, John David Mann
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Bob Burg, John David Mann : It's Not About You: A Little Story About What Matters Most in Business before purchasing it in order to gauge whether or not it would be worth my time, and all praised It's Not About You: A Little Story About What Matters Most in Business:

8 of 8 people found the following review helpful. Are you Focusing On Your Client's Needs or Your Own?By Christie

EllisHaving read The Go-Giver and Go-Givers Sell More I had high expectations for It's Not About You. I was not disappointed. It focuses on the Law of Influence and how important it is in building your business. It teaches how to put others needs ahead of yours, not to forget about who you are as a business person, but that your main focus is to put your client's interests first. It's Not About You asks important questions, forces you to reflect on how much you focus on your client's needs and is a great, entertaining story overall. Bob Burg and John David Mann have successfully created another must have book for every business person's library.1 of 1 people found the following review helpful. It's Not About You by Burg and MannBy Gary PittardI rated "It's Not About You" by Bob Burg and John David Mann five stars.A well-written business parable which tells the story of Ben, newly promoted to Mergers and Acquisitions by his company, and in charge of securing the takeover of a chair manufacturing company, Allen and Augustine. Ben begins this negotiation thinking it's a win or lose situation. But then he meets the wise Aunt Elle, who teaches Ben that both sides can win if the negotiation is handled correctly.This book is packed with lessons about Culture, Leadership, Negotiation, Integrity and Trust. Try doing business in the long term if you are deficient in any of these attributes. It teaches that business is about people long before a product or service ever enters the mix.Ben begins by trying to win over the company. In the end, the company wins Ben.Read it. You won't be sorry.Gary Pittard@garypittard0 of 0 people found the following review helpful. Thoughtfully InstructiveBy JLWBurg and Mann have a creative way to help the reader see into themselves as leaders along with those who have lead us. They help us recognize that those great leaders who have helped us did it through giving, not from taking. That when others have responded to our leadership, it wasn't because we pulled them but because of how we pushed, gently and caringly. Burg and Mann remind us why there are so few great leaders and if we want to be one, what is required.

Please note that IT'S NOT ABOUT YOU has been revised and republished with a new title, THE GO-GIVER LEADER (ISBN: 9780399562945). We encourage you to search for THE GO-GIVER LEADER instead of the old edition.From the Hardcover edition.