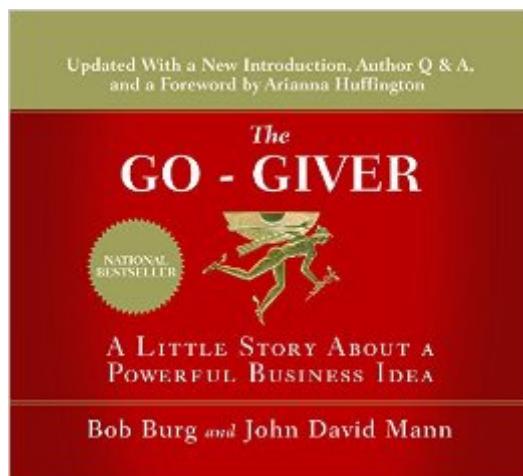


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# The Go-Giver: A Little Story About A Powerful Business Idea



## **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 simÂ-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 introÂ-duction, a discussion guide, and a Q&A with the authors.

## **Book Information**

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## **Customer Reviews**

OK. You know what a go-getter is. Maybe you are one. What is a go-giver? This book is one of

those business parables that presents its ideas in the guise of a story. Business stories usually have a protagonist who is in real trouble, meets a wildly successful but mysterious guru who will share the Secret of the Universe with our hero. The hero will at first reject the simplicity of the idea, but will try it out and find that the idea works. The guru will then reveal the rest of the mystery and the hero solves his problem, finds great success, and the story ends happily. Why they all have to be along these lines, I do not know and this one only differs in the details. I mean, it is a pleasant story, but it is fiction. For me, business principles are always more convincing when presented with actual business case studies and even then they tend to be qualified in their applicability. In any case, this book has five key principles based on the notion that your success comes from working with other folks and rather than trying to and take from the world and get all you can while giving as little back as you can, the truth is just the opposite. You give as much as you can and you will get more back. Remember the story of casting your bread upon the water? Here are the Five Laws of Stratospheric Success (which are restated at the back of the book): 1) The Law of Value: Your true worth is determined by how much more you give in value than you take in payment. 2) The Law of Compensation: Your income is determined by how many people you serve and how well you serve them. 3) The Law of Influence: Your influence is determined by how abundantly you place other people's interests first.

I admit it: I love a good story. But "good," to me, means more than entertaining. And it means more than presenting a good lesson, moral or otherwise. "Good," in my world, means that something needs to shift inside me. The story has to affect me in a way that rings true deep within. And that's exactly what the "Go-Giver" does. I read it in a single sitting, as I see some of the other reviewers have, because it's impossible to put down. It's not because you want to know what's happening to the protagonist; it's because you feel something changing inside yourself and you want that change to keep happening. Some of the other reviewers have pointed out that the basic premise of the book is to use your network of contacts to give rather than get, providing more value than customers expect. True enough. But that is only the tip of the iceberg of what the book delivers. It is a metaphysical romp that shows what happens when we let go of fear and control and find ourselves in a place we never expected to be with no immediate way out. It shows the Law of Attraction at work, and how our vibrations can and do raise not only when we're doing what we love, but when we stop designing and pushing and prodding life to be as we demand. So, yes, the Go-Giver is a tale well-told. And it is likely to go down as a classic in the business field because its values make sense and are known to work. But further, it has a soul that makes it a book about the business of

life, not just boardrooms. My husband and I have already committed to using the 5 laws in 2008. But more, the book has made me more self-aware of when I am trying too hard to be strategic or large-and-in-charge.

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