



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

*Bob Burg, John David Mann*

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*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.”

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