



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

By Bob Burg, John David Mann

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**The Go-Giver: A Little Story About a Powerful Business Idea** By Bob Burg, John David Mann

*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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### Editorial Review

From Publishers Weekly

This modern-day business parable, a quick read in the spirit of *The Greatest Salesman in the World* and *The One Minute Manager*, should do well with eager corporate-ladder climbers, who may at first be confused by its focus: on putting the other guy first—be it a colleague, competitor, customer, friend or family member. Told through the fictitious story of an ambitious young salesman named Joe, Burg and Mann communicate their points through the advice of an enigmatic (and highly likeable) mentor character known as Pindar. Rather than help Joe snag a fast sale, the consultant introduces him to series of "go-givers" who personify the "Five Laws of Stratospheric Success." Over the course of five days, a restaurateur, a CEO, a financial advisor, a real-estate broker and the mysterious "Connector" teach Joe about the laws of value, compensation, influence, authenticity and receptivity—concepts that make more immediate sense in this fictional context than they would in a formal business book. Burg (*Endless Referrals: Network Your Everyday Contacts Into Sales*) and Mann (*You Call the Shots*) write with a simple, informal style that offers a working-person's interpretation of the old adage "give, and you shall receive."  
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### Review

"*The Go-Giver* is one of those rare books that entertains with a great storyline while simultaneously delivering an uplifting, life-affirming message that we can apply immediately."

-- Darren Richardson, *Science of Mind*

"This modern-day business parable, a quick read in the spirit of *The Greatest Salesman in the World* and *The One Minute Manager*, should do well with eager corporate-ladder climbers ... Over the course of five days, a restaurateur, a CEO, a financial advisor, a real-estate broker and the mysterious "Connector" teach Joe about the laws of value, compensation, influence, authenticity and receptivity—concepts that make more immediate sense in this fictional context than they would in a formal business book."

—*Publishers Weekly*

"The powerful business idea referenced in the title is that 'shifting the focus from getting to giving and putting the other person first is the key to business success and personal fulfillment.' ... Explanations of these concepts and how to employ them are clear and to the point, and as with all successfully written business books, it will provoke thought and probably action as well."

—*Booklist*

"Burg and Mann have crafted a business parable that is drawing comparisons with Dr. Spencer Johnson's wildly popular 1998 book *Who Moved My Cheese?*... How one receives this message may vary, but learning and understanding it is essential ... the world always needs a fresh approach to its most important messages. For this purpose *The Go-Giver* is a great way to continue to spread a positive and enriching message."

—*Soundview Executive Book Alert*

"Not since *Who Moved My Cheese?* have I enjoyed a parable as much as this. You owe it to yourself to read *The Go-Giver* and share its message with those who matter most to you. It is a beautiful book that will touch your soul and inspire your heart."

—David Bach, #1 *New York Times* bestselling author, *The Automatic Millionaire*

“*The Go-Giver* does everything I would wish a good book to do. Read it to the very end.”

—Michael E. Gerber, author, *The E-Myth*

“This terrific book wonderfully illuminates [the] principles of contribution, abundance, service, and success.”

—Stephen M. R. Covey, author, *The Speed of Trust*

“A lovely reminder to us all that the world is abundant and rewards those who act with a generosity of spirit.”

—Lois P. Frankel, Ph.D., author, *See Jane Lead* and *Nice Girls Don't Get the Corner Office*

“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, author, *The Dip*

“*The Go-Giver* is the best business parable since *The Greatest Salesman in the World* and *The One Minute Manager*.”

—Pat Williams, author, *Souls of Steel*, and senior vice president, Orlando Magic

“Burg and Mann have demonstrated that adding value to people's lives is the way to climb the ladder of financial success.”

—Fran Tarkenton, Hall of Fame quarterback and founder and CEO, GoSmallBiz.com

“These five simple principles will help you achieve your goals and fulfill your dreams!”

—Brian Tracy, author, *The Psychology of Achievement*

“This book is exactly what is meant by the phrase ‘Great things come in small packages.’”

—Tom Hopkins, author, *How to Master the Art of Selling*

"A cross between *Jonathan Livingston Seagull* and *Seven Habits of Highly Effective People*, *The Go-Giver* is a tale of transformation...For those who've stalled out on *The Secret's* emphasis on what we want, want, want, the Chairman offers another secret--his trade secret: giving...Bob Burg, who travels the world sharing the principles of *The Go-Giver*, and John David Mann, author of *The Zen of MLM*, collaborate on this uplifting, quick-read of a book that will appeal to customers who want to bring more heart and a holistic sense of mission to their livelihoods."

--Connie Mears, *New Age Retailer*

#### About the Author

**John David Mann** is an entrepreneur and award-winning coauthor whose titles include the *New York Times* bestsellers *Flash Foresight* and *The Red Circle*. His *Take the Lead* was named by Tom Peters and the *Washington Post* as Best Leadership Book of 2011.

**Bob Burg** is a highly sought-after conference speaker who teaches the principles at the core of *The Go-Giver* to audiences worldwide. A former top sales professional, he is also the author of *Endless Referrals* and *Adversaries Into Allies*. He lives in Florida.

#### Users Review

##### From reader reviews:

**Latosha Page:**

Are you kind of active person, only have 10 as well as 15 minute in your moment to upgrading your mind talent or thinking skill even analytical thinking? Then you are experiencing problem with the book compared to can satisfy your short period of time to read it because pretty much everything time you only find book that need more time to be study. The Go-Giver: A Little Story About a Powerful Business Idea can be your answer because it can be read by you who have those short spare time problems.

**Brittany Schafer:**

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**Marjorie Ishee:**

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**Raymond Nelson:**

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