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may be surprised by Burg and Mann's (Go-Givers Sell More, 2010, etc.) latest release. Despite the title of their third collaboration, they argue that it is about you; it's about how you need to learn to listen to others and focus on their needs.

Originally published in 2011 under the title, It's Not About You, the book has been retitled The Go-Giver Leader, given a beautiful new jacket, and the text has been revised/sharpened/clarified a bit (especially in its concluding chapters and in Ben's fifth and final

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With their acclaimed bestseller The Go-Giver, Bob Burg and John David Mann proved that a heartfelt parable could also express a

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powerful idea. In *The Go-Giver Leader* (originally published as *It's Not About You*), they offer an equally compelling tale about a struggling small business and the ambitious young executive trying to lead them to a crucial decision.

An entertaining parable that could help hone business skills. Those who think a successful sales strategy involves aggressive badgering may be surprised by Burg and Mann's (*Go-Givers Sell More*, 2010, etc.) latest release. Despite the title of their third collaboration, they

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