



weLEAD Book Review

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The Go-Giver

A Little Story About A Powerful Business Idea
Portfolio (Penguin Group) - 2007 (132 pages hardback)

Authors Bob Burg and John David Mann

ISBN 978-1-59184-200-2

The Go-Giver is a fictionalized story of a young man named Joe and his personal journey away from being self-absorbed to that of becoming a giver. This book is rich in teaching morals and values in an engaging way. Joe is an account manager and an aggressive go-getter with talent and ambition. He is headed for the top in the business world. But Joe is frustrated and the harder he works the farther away his goals appear to be. In desperation he seeks help from a mentor called Pindar or The chairman. His powerful new coach is a consummate storyteller. Pindar begins to guide Joe through a journey of transformation by introducing him to a series of new successful characters and the lessons associated with their success.

It is through the tutelage of Pindar that Joe slowly learns the *five laws of stratospheric success*. Each of these laws is centered around the natural principles of giving and serving others. For example, the second law is the *law of compensation*. In this principle you learn that your income is actually determined by how many people you *serve* and how well you serve them.

The Go-Giver is an excellent book if you like parables and learn well through story telling. Many of the values taught in the book are basic servant-leadership principles. You will find this short book easy to read in one or two hours. In our hardened modern business environment The Go-Giver will remind you that the world has hidden natural laws that reward those who are generous and caring toward others.

weLEAD Rating – highly recommended

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