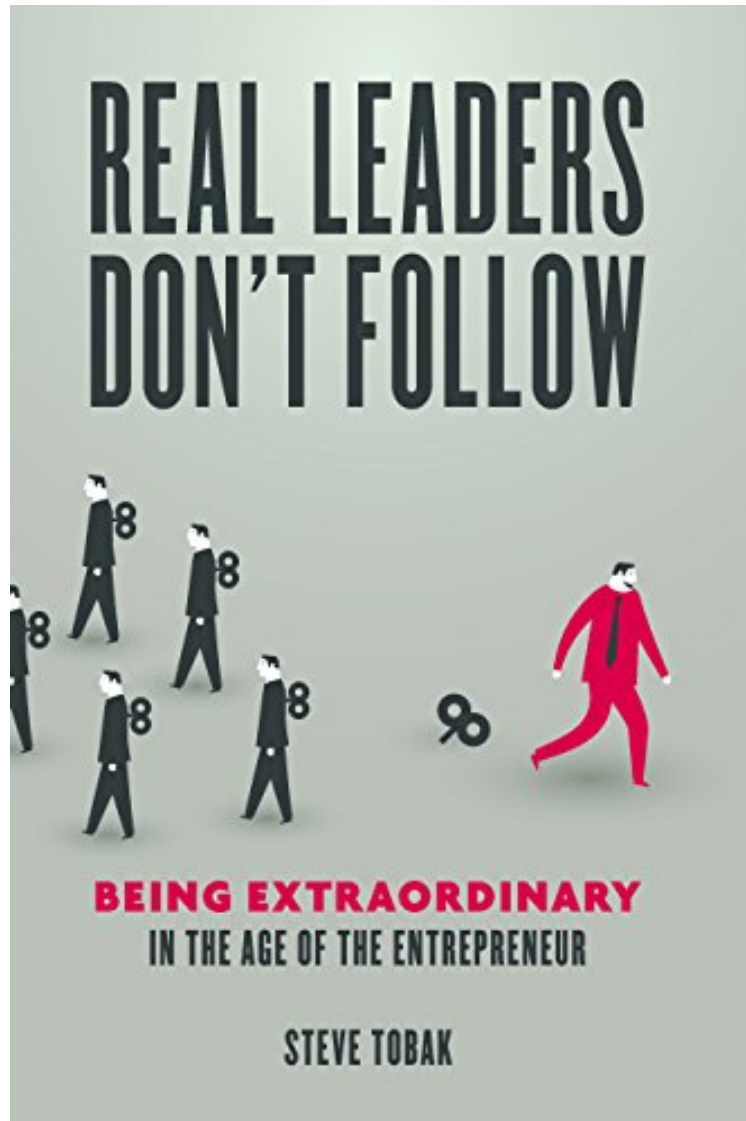


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# Real Leaders Don't Follow: Being Extraordinary in the Age of the Entrepreneur

*Steve Tobak*

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**Steve Tobak : Real Leaders Don't Follow: Being Extraordinary in the Age of the Entrepreneur** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Real Leaders Don't Follow: Being Extraordinary in the Age of the Entrepreneur:

1 of 1 people found the following review helpful. Relevant, Potent, Useful and Inspiring By Brent Thomas Tobak delivers here. His experience and straight-forward approach has much meat on the bone and little fat in this read. It will confirm deep-gut beliefs about how to build a successful career and company while also present you with new

ideas that are very relevant for business and life today. If you are looking for fluff and feel-good social media cliches, look elsewhere. If you want to read something that can actually produce real-world, 21st century results, then I recommend this book. I love his style. Read his blog. You'll feel like this is a guy you could watch a game with while sipping a cold one and talking shop. No pretence; just a guy who has been around the block. Good stuff. 1 of 1 people found the following review helpful. Packed full of valuable lessons with a no BS delivery. By Joel WAs a millennial, I found it extremely interesting to learn the truth behind the overhyped "entrepreneurial craze". The book is conversational and fun to read, packed with stories and lessons from Tobak's journey in and out of Corporate America. I found myself agreeing with his major points and enjoying the no BS delivery. One of the points I enjoyed the most was Tobak tearing about the copycat world of social media the difference between someone thinking there an entrepreneur and actually running a business. Excellent and entertaining read and you'll learn something in every chapter. If you're a millennial, don't put off buying this book! 1 of 1 people found the following review helpful. Learning To Be A Trend Setter. By Randy This is very easy, enjoyable, informative and insightful reading. I read the book in just five days and would highly recommend it. Mr. Tobak has done a great job refining and taking the wraps off of traditional or text book thinking regarding management and strategy in the high tech industry. Whether you are managing a product, team, department, organization or a complete company, this material is appropriate reading for any aspiring high tech manager or executive. Enjoy it! Real Leaders Don't Follow: Being Extraordinary in the Age of the Entrepreneur

Leaders Lead. Followers Follow. You Can't Do Both. Acknowledging the great irony that most of today's inspiring entrepreneurs are following the crowd instead of doing what innovative leaders like Richard Branson, Mark Zuckerberg, and Elon Musk did to become successful, Silicon Valley management consultant Steve Tobak delivers some truth: Nobody ever made it big by doing what everyone else is doing. Drawing upon decades of personal experience with hundreds of accomplished entrepreneurs, CEOs, and venture capitalists, Tobak provides a unique perspective on today's technology revolution, exposes popular myths that masquerade as common wisdom and shows you what it takes to become a successful entrepreneur and an exceptional business leader in today's highly competitive world.

Steve Tobak's book gets it right about leadership and all of its challenges. Definitely worth reading. --MARK V. HURD, CEO of Oracle Anyone interested in running a company—high-tech or otherwise—needs to read this book. It provides new insights that clearly spell out what it takes to be successful in a competitive world. --PHILIPPE KAHN, CEO of Fullpower Technologies, Creator of the camera phone Real insight and clear thinking from Steve—a highly successful business executive, entrepreneur and damn good writer who knows of what he speaks. This is an extraordinary read that no aspiring entrepreneur or business leader should do without. --JIM McCANN, Founder and CEO of 1-800-FLOWERS.COM While covering a wide range of topics on entrepreneurship, business building and leadership, Steve will consistently have you challenging your own core beliefs on what it takes to become a successful business leader. --DOUG MACK, CEO of Fanatics, former CEO of One Kings Lane Steve's incisive analysis of today's "entrepreneurial craze" is a refreshingly honest, well-informed read. This book is spot-on for today's entrepreneurial climate of amateurs, pretenders, and a troubling dearth of real leaders. --RICK MYERS, Founder and CEO of Talent Zoo