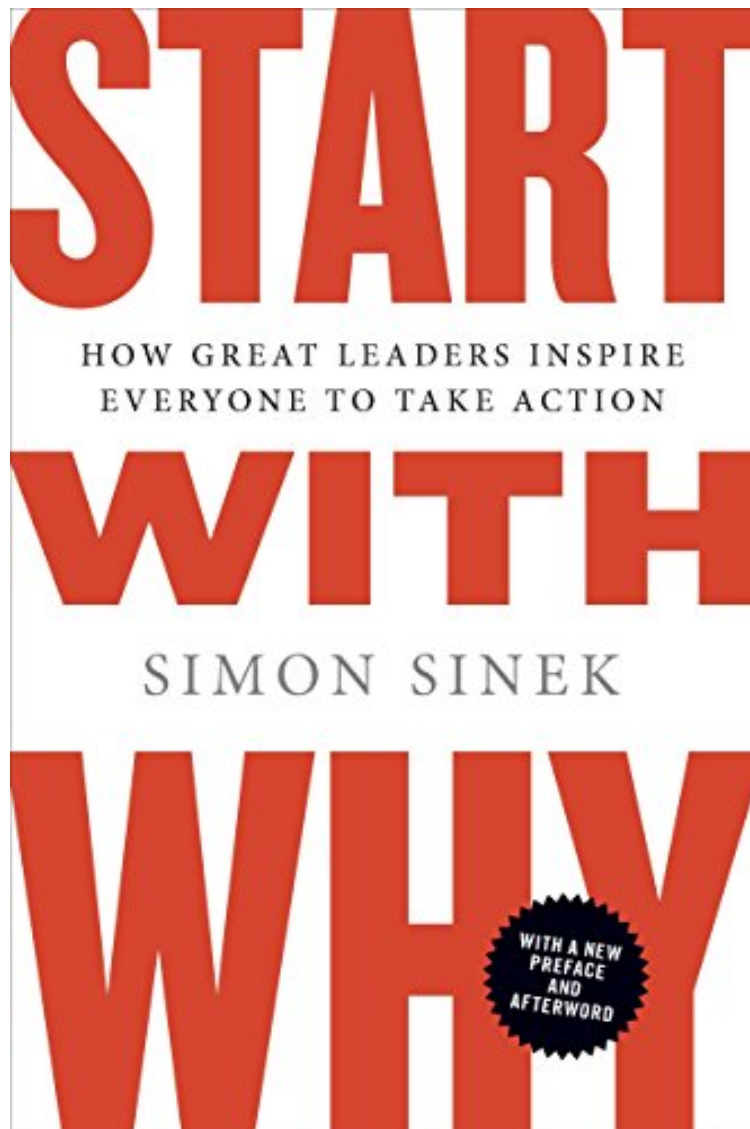


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Start with Why: How Great Leaders Inspire Everyone to Take Action

Simon Sinek

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Simon Sinek : Start with Why: How Great Leaders Inspire Everyone to Take Action before purchasing it in order to gauge whether or not it would be worth my time, and all praised Start with Why: How Great Leaders Inspire Everyone to Take Action:

260 of 274 people found the following review helpful. Just watch the TED Talk!! By Dimitrios StAs pointed out already, the message is indeed excellent and it got me interested when I first watched the TED talk.. I bought the book waiting for the author to have elaborated more on this interesting idea, with more examples and comprehensive

discussion. However, the book is insanely redundant with the same 2-3 examples repeated over and over and over and over again.. The author was trying so hard to make a many-page book out of the message and it was excruciating to go through this repetition.. Save your money and (most importantly) your time and just watch the TED talk on YT.. 1591 of 1636 people found the following review helpful. At once a brilliant must-read and painfully redundant

By Morphenius I really had to struggle with what rating to give this. Simon Sinek's idea is astoundingly insightful, very helpful, and definitely worth the price of this book let alone the Kindle price. I'm inclined to think that the world would be considerably better off if more people lived by Sinek's simple idea. On the other hand, the book is agonizing in its redundancy, often repeating the same examples many times over to make precisely the same point as the first time the example was used. I'm inclined to think that virtually everything Sinek wrote could have been stated in a 20-page article without leaving out anything important. I daresay it might be possible to do it in five pages. That's part of the beauty of the idea: it's incredibly simple while still being astoundingly powerful. But Sinek doesn't seem to have bothered taking the time to distill the idea down into its essence for straightforward presentation in this book. It reads a little bit like he took articles from his blog, stuck them in a large word-processing document, did some minor editing, and submitted the thing as-is for publication in order to create this book. So, the idea is worth the cost of the book and the time to read it, but the book itself is, in my humble opinion, very poorly organized and needlessly long. I would advise those who are interested in Sinek's ideas save themselves a great deal of time and a little expense by first watching his TED Talk: [...] This covers virtually all the core ideas involved. The one thing Sinek never does either in this presentation or in his book is spell out what "HOW" is. It's a bit confusing in large part because it's different for each of the two communication structures. In the "WHAT --> HOW" structure, "HOW" is "how we're different"; for instance, Dell has to argue that its computers are somehow better than (say) HP's and therefore specifies HOW they're better in order to compete against HP. On the other hand, in the "WHY --> HOW --> WHAT" structure, "HOW" is "how we enact our purpose (i.e. our 'WHY')". As far as I can tell, if you're reasonably intelligent you can glean pretty much everything essential to Sinek's idea based on his TED Talk together with this understanding that "HOW" means something different in each of the two contexts he contrasts. What you WON'T get from that is his rather in-depth, incredibly clear expose acute; of why the "WHAT --> HOW" communication pattern requires manipulating people to some degree or another and why that is by necessity unsustainable in the long run. That's not core to his point but it's certainly a nice supplement. So in short, the book is a reasonable buy, certainly at the Kindle price, but do consider benefitting from Sinek's wisdom for free in 20 minutes first by watching his TED Talk. If you want more details, you can get the book, but understand that you're not likely to learn much more than what you could have figured out on your own between the talk and what I mention above.

0 of 0 people found the following review helpful. Some interesting points and worth a read but too long for content

By All recently read this book because it was referenced in a couple of other leadership books. The key concept is that leaders need to create a vision of the significance of the work. Then they can ask people to do specific tasks because they understand how it fits in the big picture and adds value. I enjoyed the concept and it was well presented. The book provides a number of well researched industry examples where companies were successful or failed as a result of the leader's ability to create and maintain the vision. It also has some interesting discussions about the difficulty in maintaining a vision especially where the leader becomes the symbol of the message (Steve Jobs and Apple for example). I enjoyed the book and found the content useful. I only gave it three stars as I found it repetitive and too long relative to the content. This would be a good candidate for an audiobook for the gym or long car ride.

nbsp;The inspiring, life-changing bestseller by the author of LEADERS EAT LAST and TOGETHER IS BETTER. In 2009, Simon Sinek started a movement to help people become more inspired at work, and in turn inspire their colleagues and customers. Since then, millions have been touched by the power of his ideas, including more than 28 million who've watched his TED Talk based on START WITH WHY -- the third most popular TED video of all time. nbsp; Sinek starts with a fundamental question: Why are some people and organizations more innovative, more influential, and more profitable than others? Why do some command greater loyalty from customers and employees alike? Even among the successful, why are so few able to repeat their success over and over? nbsp; People like Martin Luther King Jr., Steve Jobs, and the Wright Brothers had little in common, but they all started with WHY. They realized that people won't truly buy into a product, service, movement, or idea until they understand the WHY behind it. nbsp; nbsp; START WITH WHY shows that the leaders who've had the greatest influence in the world all think, act, and communicate the same way -- and it's the opposite of what everyone else does. Sinek calls this powerful idea The Golden Circle, and it provides a framework upon which organizations can be built, movements can be led, and people can be inspired. And it all starts with WHY.