



## It's Not About You: A Little Story About What Matters Most In Business

By Bob Burg, John David Mann

Penguin Putnam Inc, United States, 2012. Paperback. Book Condition: New. 196 x 128 mm. Language: English . Brand New Book. A manifesto for twenty-first-century leadership packaged in a fun and engaging story. Buy this book and get it in the hands of everyone in your company . (Darren Hardy, publisher, Success magazine). Ben is a young manager who has been charged with persuading 500 employees to agree to a merger. Facing an impossible battle, he seeks the advice of an old friend, who introduces him to eccentric Aunt Elle. In the week leading up to the crucial employee vote, Aunt Elle teaches Ben about the power of influence and positive persuasion. Ben also meets with the company's top executives, coming back with a new leadership lesson each time. Ben finally learns the critical principle so many people in power fail to grasp: it's not about me, it's about you. Written with a light touch and filled with practical advice, this book will resonate with all who aspire to influential leadership.

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