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The Song of Significance: A New Manifesto for Teams

By: Seth Godin

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A soulful re-envisioning of what work and leadership can be, from the visionary mind of renowned author and thought leader, Seth Godin. The Song of Significance is a rousing contemplation on work why it is the way it is, why its gotten so bad, what all of usespecially leaderscan do to make it better. Economic instability and the rise of remote work have left us disconnected and disengaged. Alarmed managers are responding with harsh top-down edicts, layoffs, surveillance and mandatory meetings. Workers are responding by quiet quitting and working their wage. But it doesn't have to be this way. Through 144 provocative stanzas, legendary business author Seth Godin gets to the heart of what ails us; he shows whats really at the root of these trends, and challenges us to do better in ways that matter. The choice is simple. We can endure the hangover of industrial capitalism, keep treating people as disposable, and join in the AI-fueled race to the bottom. Or we come together to build a significant organization that enrolls, empowers, and trusts everyone to deliver their best work, no matter where they are. This is a book to share with bosses and co-workers, to discuss and put to action. No matter what our role, its within our power to change. Because, as Godin writes, Humans arent a resource. They are the point.

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