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I met last week with your leaders, Ben began. I heard what they had to say. And you know, they make a good point. He paused. Take charge, Ben, he told himself. Take control. He looked around the conference room. Take, take, take. Was that really what he was here to do? With their acclaimed bestseller *The Go-Giver*, Bob Burg and John David Mann proved that a heartfelt parable could also express a powerful idea. In *The Go-Giver Leader* (originally published as *Its Not About You*), they offer an equally compelling tale about a struggling small business and the ambitious young executive trying to lead them to a crucial decision. Allen Into this setting enters Ben, who's been assigned by a larger firm to promote a merger that will rescue Allens facts are undeniable the chair maker can either merge and modernize or go bankrupt and vanish. So why cant he persuade anyone to buy in, from the CEO on down? Will Ben find a way to sway the employee shareholders before the climactic vote? And can Allen This revised and updated edition includes a new introduction, a discussion guide, and a Q&A with the authors.

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