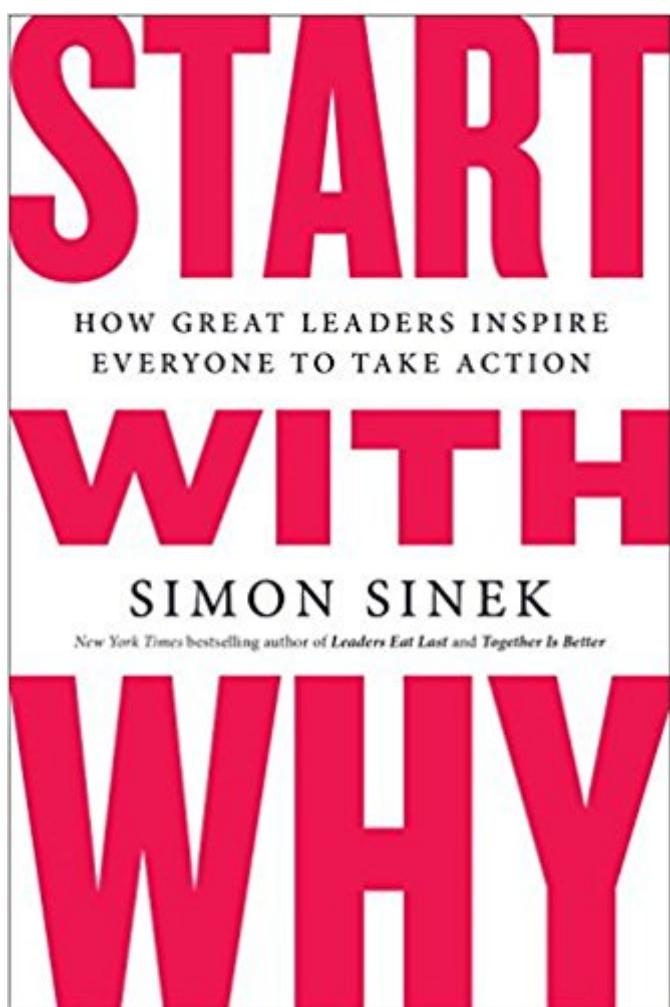


The book was found

Start With Why: How Great Leaders Inspire Everyone To Take Action



Synopsis

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. 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? 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. 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.

Book Information

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Customer Reviews

Start with Why is one of the most useful and powerful books I have read in years. Simple and elegant, it shows us how leaders should lead. -WILLIAM URY, coauthor of Getting to

YesâœStart with Why fanned the flames inside me. This book can lead you to levels of excellence you never considered attainable.â•-GENERAL CHUCK HORNER, air boss, Desert Storm ÂœEach story will force you to see things from an entirely different perspective. A perspective that is nothing short of the truth.â•-MOKHTAR LAMANI, former ambassador, special envoy to Iraq

SIMON SINEK, the bestselling author of LEADERS EAT LAST and TOGETHER IS BETTER, is an optimist who believes in a brighter future for humanity.Â He teaches leaders and organizations how to inspire people and has presented his ideas around the world, from small startups to Fortune 50 corporations, from Hollywood to Congress to the Pentagon. His TED Talk based on START WITH WHY is the third most popular TED video of all time.Â Learn more about his work and how you can inspire those around you at StartWithWhy.com.

As 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..

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 exposÃ© 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.

Want a read that keeps you interested, alert and on your toes on a constant basis? If you're looking to keep flipping the page and not being able to stop reading, even if you're busy, this is the book for you. The author has a gentle humor, he's smart and opens your mind on human psychology, not just marketing laws. He also gives you an insight on the biological daily function(s) of the brain. Never did I realize how our minds work, when we're simply perusing our stores aisle, or shopping online. I have it, and I love it, AND I would buy it again. I already recommended this book to others as well.

Great book. Simon Sinek is one of those people that brings simple and powerful illumination to a basic human topic. I have not finished reading the book, but I am finding many strong points that are driving me to change my career direction. Most importantly for me, is to question why I do what I do. The book, I believe is focused on leaders and companies, but I find that I am asking the questions of myself-- Why do I do what I do? How do I do it? and finally, What is it that I do? It is a great self-searching book, though I don't think that was the intent of the author. Easy to read. Many good examples. If enough of the people in industry read this, and follow the advice, then I can see it

changing the way products are designed, and how they are marketed. For the leaders of the world, and hiring managers, and companies in general, when / if they start to look at why they do what they do, maybe they will begin to do it more for people, than just for money.

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