



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

*Simon Sinek*

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Format: Kindle eBook

Kurzbeschreibung

**Simon Sinek's recent video on 'The Millennial Question' went viral with over 150 million views. *Start with Why* is a global bestseller and the TED Talk based on it is the third most watched of all time.** Why are some people and organisations more inventive, pioneering and successful than others? And why are they able to repeat their success again and again? In business, it doesn't matter what you do, it matters WHY you do it. *Start with Why* analyses leaders like Martin Luther King Jr and Steve Jobs and discovers that they all think in the same way - they all started with why. Simon Sinek explains the framework needed for businesses to move past knowing *what* they do to *how* they do it, and then to ask the more important question - *WHY*? Why do we do what we do? Why do we exist? Learning to ask these questions can unlock the secret to inspirational business. Sinek explains what it truly takes to lead and inspire and how anyone can learn how to do it. Pressestimmen

This book is so impactful, I consider it required reading (Tony Robbins, bestselling author of *Awaken The Giant Within*)

A deep, abiding understanding of what you want to inspire, and how you want to lead is the basis of this inspirational book (*Forbes*)

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, co-author of *Getting to Yes*)

A powerful and penetrating exploration of what separates great companies and great leaders from the rest (Polly LaBarre, co-author of *Mavericks at Work*) Kurzbeschreibung

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