



LEADERSHIP & ORGANIZATIONAL STUDIES

OVERVIEW

Why do you do what you do? 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?

In studying the leaders who've had the greatest influence in the world, Simon Sinek discovered that they all think, act, and communicate in the exact same way -- and it's the complete 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 lead, and people can be inspired. And it all starts with "why."

Drawing on a wide range of real-life stories, Sinek weaves together a clear vision of what it truly takes to lead and inspire. This book is for anyone who wants to inspire others or who wants to find someone to inspire them.

START

HOW GREAT LEADERS INSPIRE
EVERYONE TO TAKE ACTION

WITH

SIMON SINEK

WHY

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Simon O. Sinek is an author best known for developing *The Golden Circle* and popularizing the concept of *Why*. He joined the RAND Corporation in 2010 as an adjunct staff member, where he advises on matters of military innovation and planning.

About the Author