



Stand Out: How to Find Your Breakthrough Idea and Build a Following Around it

By Dorie Clark

Penguin Books Ltd, United Kingdom, 2016. Paperback. Book Condition: New. 198 x 129 mm. Language: English . Brand New Book. Standing out is no longer optional. Learn how to become a thought leader - the agenda setter, the go-to person - with Dorie Clark's Stand Out. Too many people believe that if they keep their heads down and work hard, they'll gain the recognition they deserve. But that's simply not true anymore. To get noticed, create true job security, and make a difference in the world, you have to make sure your ideas get noticed. Drawing on interviews with thought leaders including Seth Godin, David Allen and Daniel Pink, Dorie Clark shows you how to break through the clamour of everyday life and inspire others to embrace your vision. Whatever your cause, perspective, or point of view, your ideas matter. The world needs your insights, and it's time to be bold. From finding your niche, or big idea, to building your audience, Clark effortlessly guides you through the process to inspire others. (Keith Ferrazzi, author of Never Eat Alone and Who's Got Your Back). It's easy to admire a thought leader; it's...



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Reviews

This book is definitely not straightforward to get started on studying but extremely exciting to read. It is really simplistic but shocks in the 50 percent of the ebook. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Ally Reichel**

This publication is amazing. It is definitely basic but shocks in the fifty percent of your publication. You won't feel monotony at anytime of your own time (that's what catalogues are for concerning if you question me).

-- **Prof. Kirk Cruickshank DDS**