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## Tribes: We Need You to Lead Us (Hardback)

By Seth Godin

Penguin Putnam Inc, United States, 2008. Hardback. Condition: New. Language: English . Brand New Book. The New York Times, BusinessWeek, and Wall Street Journal Bestseller that redefined what it means to be a leader. Since it was first published almost a decade ago, Seth Godin's visionary book has helped tens of thousands of leaders turn a scattering of followers into a loyal tribe. If you need to rally fellow employees, customers, investors, believers, hobbyists, or readers around an idea, this book will demystify the process. It's human nature to seek out tribes, be they religious, ethnic, economic, political, or even musical (think of the Deadheads). Now the Internet has eliminated the barriers of geography, cost, and time. Social media gives anyone who wants to make a difference the tools to do so. With his signature wit and storytelling flair, Godin presents the three steps to building a tribe: the desire to change things, the ability to connect a tribe, and the willingness to lead. If you think leadership is for other people, think again--leaders come in surprising packages. Consider Joel Spolsky and his international tribe of scary-smart software engineers. Or Gary Vaynerhuck, a wine expert with a devoted...


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