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START

HOW GREAT LEADERS INSPIRE
EVERYONE TO TAKE ACTION

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.

WITH

SIMON SINEK

THE
GLOBAL
BESTSELLER

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.

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.

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