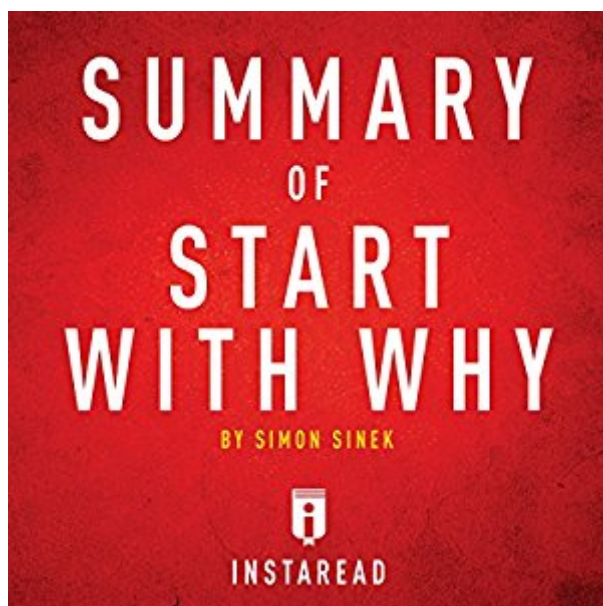


The book was found

Summary Of Start With Why By Simon Sinek: Includes Analysis



Synopsis

Start with Why by Simon Sinek is a self-help book for business leaders seeking ways of gaining authenticity through a focus on their purpose. Most companies rely on manipulations to attract customers and employees; they use short-term motivators that do not inspire or encourage loyalty. Customers who are not inspired will stop buying the product as soon as the company cannot keep up the manipulative strategies, and employees are less motivated and less productive when they are not inspired. Instead of strategies based on keeping up with competitors and metrics meant to determine the company's basic productivity, companies should form strategies that advance its purpose, or its "why" and find metrics that measure "how" the company advances that "why". Only with a firm idea of why the company does its work and how it intends to fulfill that purpose can employees then decide what to do at work. Please note: This is key takeaways and analysis of the book and not the original book.

Book Information

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Customer Reviews

Too many enterprises focus on the competition, or following popular trends, but according to author, Simon Sinek, the most successful companies develop strategies that advance their purpose, or *Why*. These companies inspire customer loyalty and get employee buy-in, and often become leaders in their field. Summary of Start With Why by Simon Sinek from Instaread is a comprehensive analysis of a self-help book for business leaders who are seeking ways to gain authenticity through a focus on the main purpose of their organization. This brief summary discusses the main themes of the book and gives a good idea of the

book's contents and overall worth. It contains many references that buttress the author's arguments. This is a worthwhile investment, a kind of Cliff Notes for book buyers that is an invaluable aid to winnowing through the many books that are available for purchase. I received a complimentary copy of this book in exchange for an unbiased review.

"Start With Why" by Simon Sinek is a self-help book for business leaders seeking ways of gaining authenticity through a focus on their purpose. Most companies rely on manipulations to attract customers and employees; they use short-term motivators that do not inspire or encourage loyalty. Customers who are not inspired will stop buying the product as soon as they company cannot keep up the manipulative strategies, and employees are less motivated and less productive when they are not inspired. This Instaread summary breaks down this business textbook into the best elements. With 12 key takeaways, you get the highlights of Sinek's book simply and easily. For the working professional, who wants to get ahead but doesn't have the time, this summary is awesome! I learned things like why early adopters and loyalty make a business, why visionary leaders and planning leaders need to work in tandem, and why reflection makes a difference in business. I was given a copy of this book to review.

I enjoyed reading this summary of "Start with Why." My husband has read this book several times, so I knew that it would be a good book to read. If you are a small business owner, I think you should put this on your reading list. The book explains that many businesses fail because they use manipulations to attract their employees and customers. Doing this may get customers for a little while, but it doesn't encourage customer loyalty. Instead, the author says that businesses need to use strategies that focus on the purpose of the company (the "why") and then decide how they are going to achieve that "why". The summary gives a quick overview on what the book is about and then lists and analyzes twelve key takeaways that highlight the main points of the original book. I received a copy of this book in exchange for a review.

Read the book and then purchased this summary to help me refresh and remind myself of a few key topics

Great read for an important question.

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