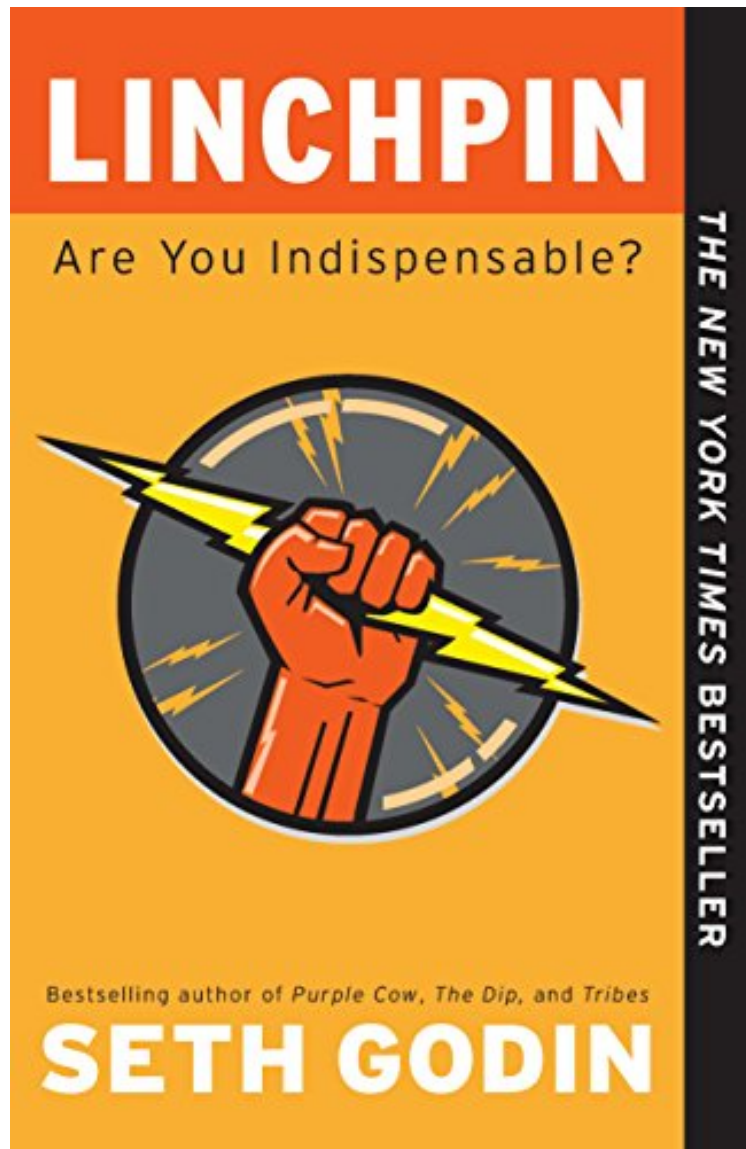


[Read now] Linchpin: Are You Indispensable?

Linchpin: Are You Indispensable?

Seth Godin

ePub | *DOC | audiobook | ebooks | Download PDF



DOWNLOAD



READ ONLINE

#41601 in eBooks 2010-01-19 2010-01-26 File Name: B00354Y9ZU | File size: 53.Mb

Seth Godin : Linchpin: Are You Indispensable? before purchasing it in order to gauge whether or not it would be worth my time, and all praised Linchpin: Are You Indispensable?:

0 of 0 people found the following review helpful. Jorge HarringtonBy Jorge HarringtonHonestly, by far the most powerful books I have ever read. It hit me in all the right places. We are all artists, and we need to ship out all those moments of being a genius. Tell the lizard brain to shut up, and be a linchpin. Highly recommend this book for all who are wanting to be inspired.Jorge Harrington1 of 1 people found the following review helpful. Great book to improve your careerBy GKVSome complain that this book doesn't have enough technical details, the way a textbook would.

This is instead a book that will change your mindset about work and careers. It's a fun read and very valuable for people who want extraordinary careers. 0 of 0 people found the following review helpful. This was one of the best business books I've ever read. By Storm This was one of the best business books I've ever read. Seth Godin can contain so many individual nuggets of wisdom that he sometimes loses focus on the overall vision of a book. This was not the case with Linchpin. I recommend this book for anyone interested in business and leadership.

This life-changing manifesto shows how you have the potential to make a huge difference wherever you are. Few authors have had the kind of lasting impact and global reach that Seth Godin has had. In a series of now-classic books that have been translated into 36 languages and reached millions of readers around the world, he has taught generations of readers how to make remarkable products and spread powerful ideas. In Linchpin, he turns his attention to the individual, and explains how anyone can make a significant impact within their organization. There used to be two teams in every workplace: management and labor. Now there's a third team, the linchpins. These people figure out what to do when there's no rule book. They delight and challenge their customers and peers. They love their work, pour their best selves into it, and turn each day into a kind of art. Have you ever found a shortcut that others missed? Seen a new way to resolve a conflict? Made a connection with someone others couldn't reach? Even once? Then you have what it takes to become indispensable, by overcoming the resistance that holds people back. Linchpin will show you how to join the likes of... Keith Johnson, who scours flea markets across the country to fill Anthropologie stores with unique pieces. Jason Zimdars, a graphic designer who got his dream job at 37signals without a resume. David, who works at Dean and DeLuca coffee shop in New York. He sees every customer interaction as a chance to give a gift and is cherished in return. As Godin writes, "Every day I meet people who have so much to give but have been bullied enough or frightened enough to hold it back. It's time to stop complying with the system and draw your own map. You have brilliance in you, your contribution is essential, and the art you create is precious. Only you can do it, and you must."

.com Exclusive: Hugh MacLeod's Linchpin Hugh MacLeod is an artist, cartoonist, and Web 2.0 pundit whose blog, gapingvoid.com, has two million unique monthly visitors. His first book, Ignore Everybody, was an Top Ten Business Book of the Year and a Wall Street Journal bestseller. Read his exclusive guest review of Linchpin: This is by far Seth's most passionate book. He's pulling fewer punches. He's out for blood. He's out to make a difference. And that glorious, heartfelt passion is obvious on every page, even if it is in Seth's usual quiet, lucid, understated manner. A linchpin, as Seth describes it, is somebody in an organization who is indispensable, who cannot be replaced—her role is just far too unique and valuable. And then he goes on to say, well, seriously folks, you need to be one of these people, you really do. To not be one is economic and career suicide. No surprises there—that's exactly what one would expect Seth to say. But here's where it gets interesting. In his best-known book, Purple Cow, Seth's message was, "Everybody's a marketer now." In All Marketers Are Liars, his message was, "Everybody's a storyteller now." In Tribes, his message was, "Everybody's a leader now." And from Linchpin? "Everybody's an artist now." By Seth's definition, an artist is not just some person who messes around with paint and brushes, an artist is somebody who does (and I LOVE this term) "emotional work." Work that you put your heart and soul into. Work that matters. Work that you gladly sacrifice all other alternatives for. As a working artist and cartoonist myself, I know exactly what he means. It's not what you do, it's the way that you do it. The only people who have a hope of becoming linchpins in any organization, who have any hope of changing anything for the better in real terms, are those who have the capacity to do "emotional work" at a high level—to be true artists at whatever they set their minds on doing. The guys who just plod around the office corridors, just turning up for their paycheck.... Well, those guys don't have a prayer, poor things. The world is just too interesting and competitive now. And Seth then challenges us, the readers, to become linchpins ourselves. To make the leap. To become artists. To do emotional work, whatever the sacrifice may be. It's our choice, and it's our burden. Seth won't be there to catch us if we fall, but to become the people we need to be eventually, well, we probably wouldn't want him to, anyway. Congratulations, Seth. You have penned a real gem of a book here. Rock on. --Hugh MacLeod "It's easy to see why people pay to hear what he has to say." -Time "Thousands of authors write business books every year, but only a handful reach star status and the A-list lecture circuit. Fewer still—one, to be exact—can boast his own action figure. . . . Godin delivers his combination of counterintuitive thinking and a great sense of fun." -BusinessWeek "This book is a gift." -Jacqueline Novogratz, Founder, The Acumen Fund "If Seth Godin didn't exist we'd need to invent him—that's how indispensable he is! You hold in your hands a compelling, accessible, and purpose-filled book. Read it, and do yourself a big favor. Your future will thank you!" -Alan Webber, Founder, Fast Company "This is what the future of work (and the world) looks like. Actually, it's already happening around you." -Tony Hsieh, CEO, Zappos.com "Thousands of authors write business books every year, but only a handful reach star status and the A-list lecture circuit. Fewer still - one, to be exact - can boast his own action figure....Godin delivers his combination of counterintuitive thinking and a great sense of fun." -BusinessWeek About the Author Seth Godin is an entrepreneur, a

sought-after lecturer, a monthly columnist for Fast Company, and an all-around business gadfly. He's the bestselling author of *Permission Marketing*, *Unleashing the Ideavirus*, *The Big Red Fez*, *Survival Is Not Enough*, and *Purple Cow*.