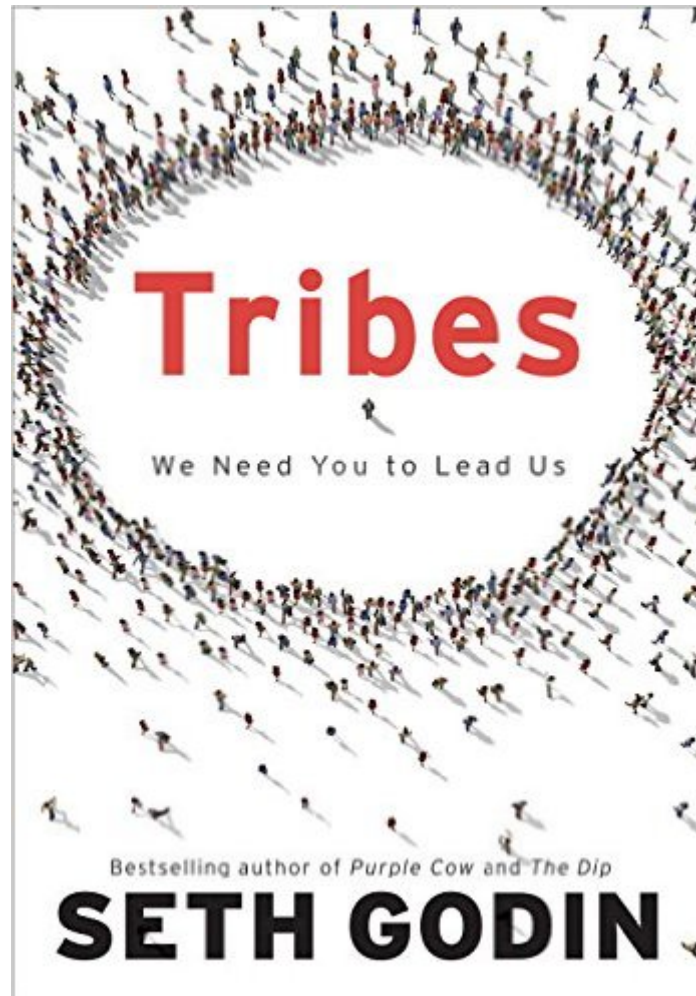




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Tribes: We Need You To Lead Us



Synopsis

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 following of enthusiasts. Chris Sharma led a tribe of rock climbers up impossible cliff faces, while Mich Mathews, a VP at Microsoft, ran her internal tribe of marketers from her cube in Seattle. Tribes will make you think—really think—about the opportunities to mobilize an audience that are already at your fingertips. It's not easy, but it's easier than you think.

Book Information

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Customer Reviews

Short on pages but long on repetition, this newest book by Godin (Purple Cow) argues that lasting

and substantive change can be best effected by a tribe: a group of people connected to each other, to a leader and to an idea. Smart innovators find or assemble a movement of similarly minded individuals and get the tribe excited by a new product, service or message, often via the Internet (consider, for example, the popularity of the Obama campaign, Facebook or Twitter). Tribes, Godin says, can be within or outside a corporation, and almost everyone can be a leader; most are kept from realizing their potential by fear of criticism and fear of being wrong. The book's helpful nuggets are buried beneath esoteric case studies and multiple reiterations: we can be leaders if we want, tribes are the way of the future and change is good. On that last note, the advice found in this book should be used with caution. Change isn't made by asking permission, Godin says. Change is made by asking forgiveness, later. That may be true, but in this economy and in certain corporations, it may also be a good way to lose a job. (Oct.) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

"Tribes is a must read for all of us. It's up to each one of us to lead in today's new kind of world." Former U.S. senator Bill Bradley "Tribes is a short book--only 147 pages. But its short size belies its true importance. As I read it, I was literally underlining every other sentence. I went through two hi-lighters before I finished! This is one of the most important books I have read this year. I highly recommend it." Michael Hyatt "Tribes is a short bookâ "only 147 pages. But its short size belies its true importance. As I read it, I was literally underlining every other sentence. I went through two hi-lighters before I finished!" â "Michael Hyatt, author of Platform and Living Forward "Tribes is a must read for all of us. Itâ 's up to each one of us to lead in todayâ 's new kind of world.â • â "Former U.S. senator Bill Bradley "Godin...is uniquely respected for his understanding of the Internet, and his essays and opinions are widely read and quoted on and off." â "Forbes "It's easy to see why people pay to hear what he has to say." â "Time "If Seth Godin didn't exist we'd need to invent him." â "Alan Webber, founder, Fast Company "If your idea, or issue, or candidate, or product isn't catching on, you haven't been reading Seth Godin." â "Micah Sifry, cofounder, Personal Democracy Forum "Godin is endlessly curious, opinionated, and knowledgeable on a wide variety of subjects. He is a relentless marketerâ |and also a clear-eyed visionary."â "Miami Herald

While some references are becoming a bit dated, and the online context has evolved, maybe even matured a bit, the core message of this book is still very much relevant. Both challenging and inspirational.

This book provoked me to think about how I go about doing things. It provoked me to reexamine what I've been doing. It provoked me to view the world with a different lens. Who could want more from a book!?! Thanks Seth for sharing your experiences and wisdom in provoking me to think anew. You can count on me as a member of your tribe. To the readers of this review, I invite you to come along and join too. Don't be a sheep walker!

I was surprised by this short book. I can't tell you exactly what I was expecting, maybe something more step-by-step or more "business-y" but I liked it. It made me think and I even wrote a blog post based on the concepts presented. It is a quick read but definitely worth reading.

Many great thoughts. Some ideology that isn't consistent with Judeo-Christian beliefs but many and I would say, most ideas would translate to belief-based organizations. I have to go back through and highlight quite a few portions of this book. If you are a thinking-about-it church planter then please read this book!

I wish I had known about this book years ago, but thrilled I found it when I did! We have a job to do and that's to lead great people to their life purpose so they can fulfill their destiny.

Seth Godin is a New York Times bestselling author and a thought leader in business & marketing. This book is a call to arms for people to be leaders and find their Tribe. The stakes are too high to not lead. The world is changing rapidly and rather than being a "sheepwalker," you should focus on "setting up a life that you are not looking to escape." This book is not a how-to manual but offers many examples and ideas for finding and leading your very own movement/Tribe.

Seth Godin's straightforward style works perfectly for Tribes. Leading is not a recipe, but rather a production based on individual tastes. He gave me multiple ideas to apply to engaging my business' assorted stakeholders. Most importantly, I am re-committed to approaching them with a mindset to serve them by leading. I understand who is in my tribe, as well as who can benefit from it. I can now confidently exclude those who aren't. I'll be ready when they are ready to join!

This was an extremely quick read because I found it so interesting and helpful. I heard about it from a story I read about the Portland Trailblazers's star Damian Lillard. I bought the book immediately

and kind of devoured it. One thing that I found extremely interesting was the passage that discussed the difference between a "manager" and a "leader". Of course, that all tied into the tribe theme.

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