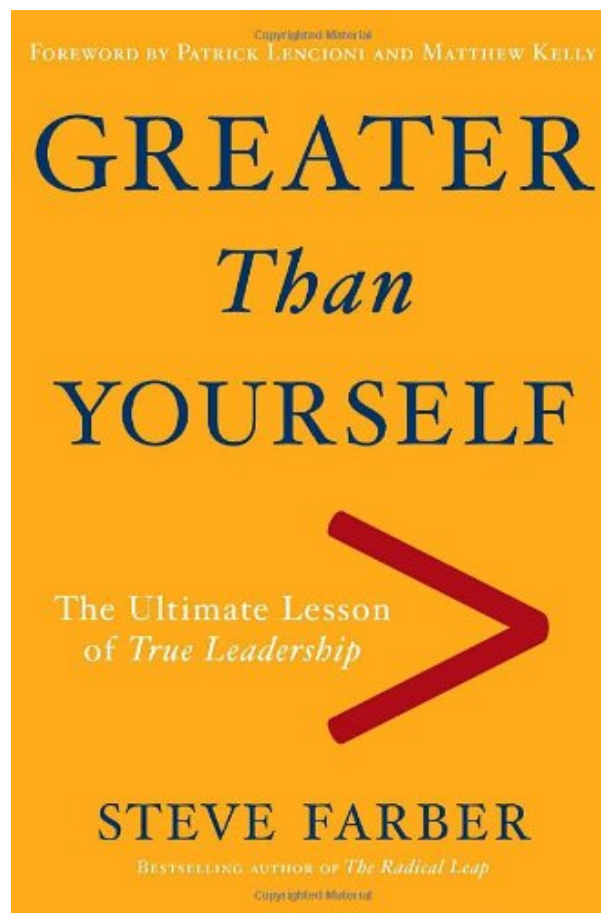


**GREATER THAN YOURSELF: THE  
ULTIMATE LESSON OF TRUE LEADERSHIP  
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# GREATER *Than* YOURSELF

The Ultimate Lesson  
*of True Leadership*



STEVE FARBER

BESTSELLING AUTHOR OF *The Radical Leap*

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“Greater Than Yourself is a terrific—no, wonderful—idea. Steve is a tremendous writer and an original thinker.”

—Tom Peters

“Raising someone up does not reduce your stature—in fact, it exalts you in ways you have to experience to believe. Greater Than Yourself shows how you can begin improving the world by giving of yourself. It’s a wonderful message wrapped in a highly entertaining, well-written story.”

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## About the Author

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Too many people assume the timeless principles of true leadership—of helping others achieve their full potential—don't apply Monday through Friday during work hours or in any circumstance where a paycheck is involved.

In *GREATER THAN YOURSELF*, Steve Farber proves them wrong: in this powerful and inspiring story, Farber shows that the goal of a genuine leader is to help others—teammates, employees, and colleagues—become more capable, confident, and accomplished than they are themselves. Through the actions of a forward-thinking and extraordinarily successful CEO, Farber reveals the three keys to achieving this: Expand Yourself, Give Yourself, and Replicate Yourself.

Filled with actionable principles and innovative ideas, *GREATER THAN YOURSELF* is perhaps the most powerful message today's business leaders can learn.

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Most helpful customer reviews

0 of 0 people found the following review helpful.

Beyond Inspirational, to action.

By Eric T Brandt

I found this book via my hearty devouring of Steve Farber's two previous books and it brought the entire picture in to focus. I can now see the 'greater' direction I'll be headed when I begin to apply the principles of extreme leadership to my life and business. The characters, situations, locations and experiences in these books, real or fictional, oddly mirror much of my own life, and I was able to directly relate them to my own challenges. At times, the characters and concepts were confusing, and I wish I'd retained more of the numerous nuggets, principles and philosophies top of mind, but I'm happy to re-read to refresh my memory.

10 of 10 people found the following review helpful.

Now more than ever

By Nick Morgan

Steve Farber's new book, *Greater Than Yourself*, addresses a deep need in the business world and society at large. It's an incredibly inspiring story that pushes you to go out and find someone to take under your wing and help become 'greater than yourself'. In other words, it's about leaving a legacy of people who have succeeded at least in part because of you. It's mentoring on steroids, if you want it put simply. But more than that, I believe that helping others is the only way we'll all pull out of this economic morass we're in. We've got to start creating more opportunities for others -- so that everyone can benefit. Read this book and get started helping someone right away. You and your business will benefit too -- more than you can imagine.

6 of 6 people found the following review helpful.

Principle Centered - Great Book

By Mark L. Mathia

Truly inspired principle written in allegorical form. *Greater Than Yourself* proved to be a great starting point for anyone interested in learning to lead well and then multiplying that leadership in order to make a significant cultural shift in any organization or community. The book comes complete with an ending invitation into the community of GTY. It asked you to take the principle presented seriously and apply it in your life. Legendary idea for an up and coming leadership market. The bottom line is this - *Greater Than Yourself* is the most unique book on leadership I have read in a long time. It reads very easy and even made me pick up my dusty guitar again and try to figure out where I left off 5 years ago. (I said it was an allegory) If leadership is your bent or if you can't figure out why you are pigeon holed at your current place of employment I recommend this book for you.

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