



## The Topline Summary of: Simon Sinek's Start with Why - Be a Great Leader and Inspire Other People to Take Action (Topline Summaries)

*By Gareth F. Baines, Brevity Books*

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Have you ever wondered why some companies fail, others do average, and some - the rare few – become huge success stories? Why is it that some leaders never

achieve greatness and others motivate millions? What sets apart the mundane from the masterful, the indifferent from the inspirational?

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