

Bob Burg's Introduction

Can a subtle shift in focus really make that big of a difference in your business and income?

Our guest says, "Absolutely, yes!"

Bob Burg is a sought-after speaker at corporate conventions and for entrepreneurial events. He regularly addresses audiences ranging in size from 50 to 16,000 – sharing the platform with notables including today's top thought leaders, broadcast personalities, Olympic athletes and political leaders including a former United States President.

Although for years he was best known for his book *Endless Referrals*, over the past few years it's his business parable, *The Go-Giver* (coauthored with John David Mann) that has captured the heart and imagination of his readers.

It shot to #6 on *The Wall Street Journal's* Business Bestsellers list just three weeks after its release and reached #9 on *BusinessWeek's*. It's been translated into 21 languages, and is his fourth book to sell over 250,000 copies.

His newest book is entitled, *Adversaries Into Allies: Win People Over Without Manipulation or Coercion* which discusses how to master the art of Ultimate Influence.

Bob is an advocate, supporter and defender of the Free Enterprise system, believing that the amount of money one makes is directly proportional to how many people they serve. He is an unapologetic animal fanatic and serves as a member of the Board of Directors of Furry Friends Adoption and Clinic in Jupiter, Florida.