

# START

HOW GREAT LEADERS INSPIRE  
EVERYONE TO TAKE ACTION

# WITH

SIMON SINEK

THE  
**GLOBAL**  
BESTSELLER

# WHY

## START WITH WHY

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General Chuck Horner, air boss, Operation Desert Storm

## ABOUT THE AUTHOR

Simon Sinek teaches leaders and organizations how to inspire people. He has been invited to talk to top teams at Microsoft, American Express, the United Nations and the Pentagon. His famous TED talk has been viewed more than 500,000 times. He lives in New York.

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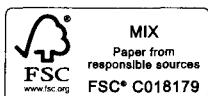
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