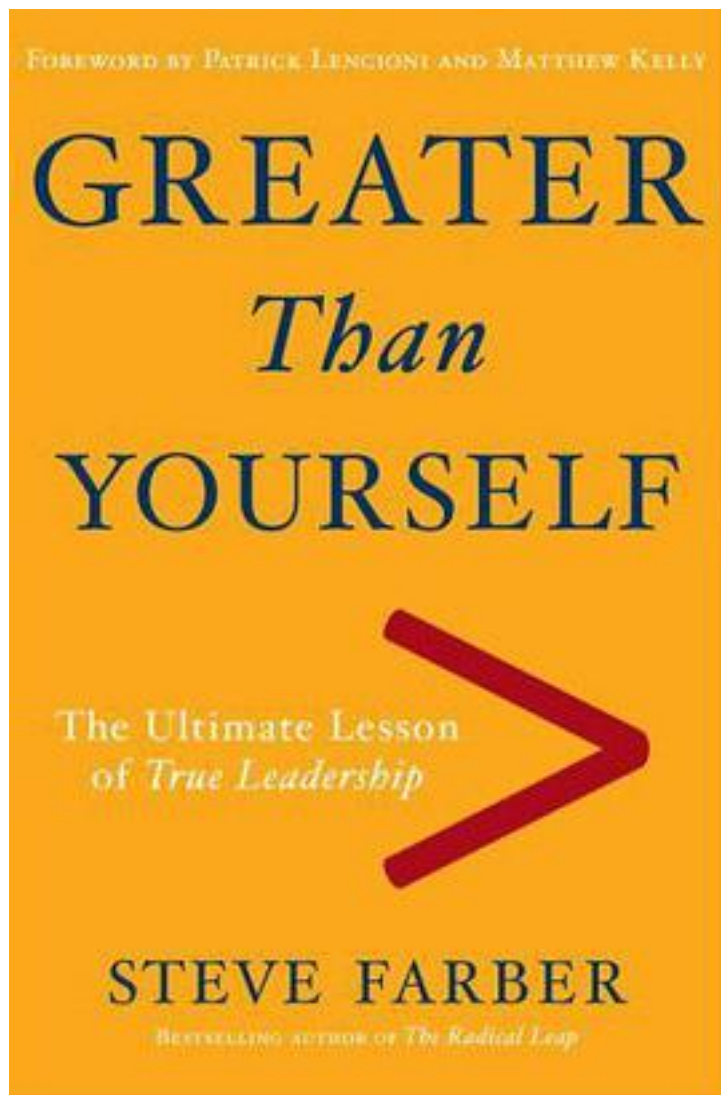


# Greater Than Yourself



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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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