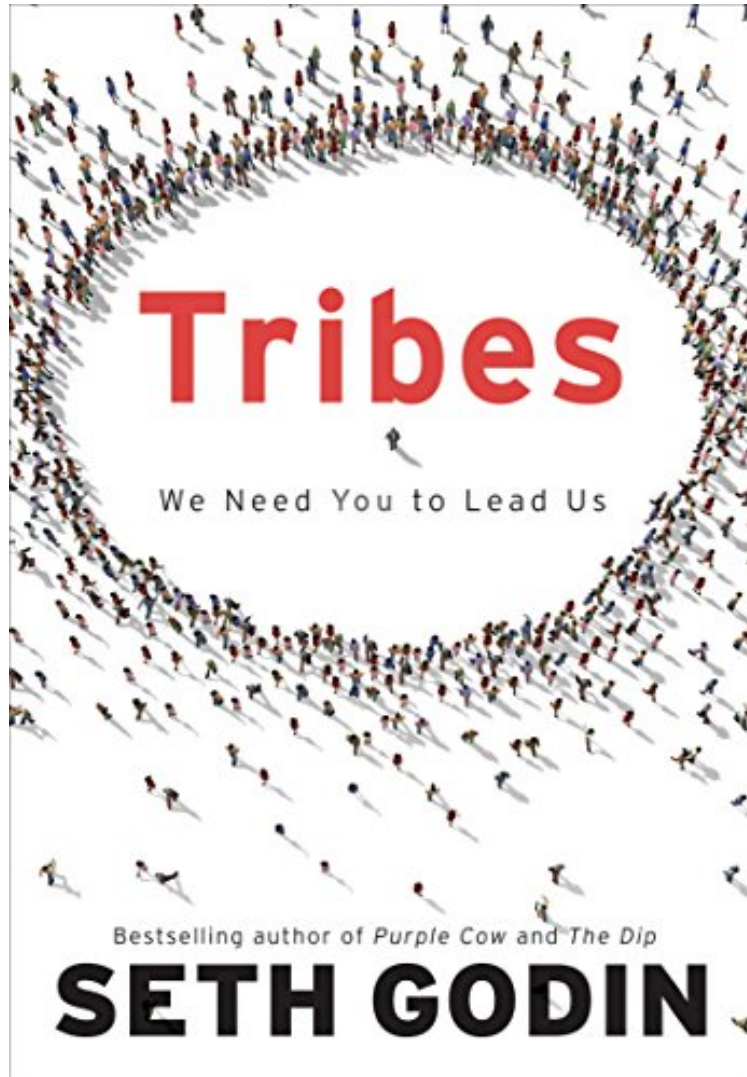


# Tribes: We Need You to Lead Us

*Seth Godin*

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**Seth Godin : Tribes: We Need You to Lead Us** before purchasing it in order to gage whether or not it would be worth my time, and all praised Tribes: We Need You to Lead Us:

1 of 1 people found the following review helpful. Still a great read.By AmberWhile some references are becoming a bit dated, and the online context has evolved, maybe even matured a bit, the core message of this book is still very much relevant. Both challenging and inspirational.0 of 0 people found the following review helpful. Good readBy The PodI was surprised by this short book. I can't tell you exactly what I was expecting, maybe something more step-by-step or more "business-y" but I liked it. It made me think and I even wrote a blog post based on the concepts presented. It is a quick read but definitely worth reading.0 of 0 people found the following review helpful. Good read!By Dave F.Many great thoughts. Some ideology that isn't consistent with Judeo-Christian beliefs but many and I would say,

most ideas would translate to belief-based organizations. I have to go back through and highlight quite a few portions of this book. If you are a thinking-about-it church planter then please read this book!

The New York Times, BusinessWeek, and Wall Street Journal Bestseller that redefined what it means to be a leader. Since it was first published almost a decade ago, Seth Godin's visionary book has helped tens of thousands of leaders turn a scattering of followers into a loyal tribe. If you need to rally fellow employees, customers, investors, believers, hobbyists, or readers around an idea, this book will demystify the process. It's human nature to seek out tribes, be they religious, ethnic, economic, political, or even musical (think of the Deadheads). Now the Internet has eliminated the barriers of geography, cost, and time. Social media gives anyone who wants to make a difference the tools to do so. With his signature wit and storytelling flair, Godin presents the three steps to building a tribe: the desire to change things, the ability to connect a tribe, and the willingness to lead. If you think leadership is for other people, think again—leaders come in surprising packages. Consider Joel Spolsky and his international tribe of scary-smart software engineers. Or Gary Vaynerhuck, a wine expert with a devoted following of enthusiasts. Chris Sharma led a tribe of rock climbers up impossible cliff faces, while Mich Mathews, a VP at Microsoft, ran her internal tribe of marketers from her cube in Seattle. Tribes will make you think—really think—about the opportunities to mobilize an audience that are already at your fingertips. It's not easy, but it's easier than you think.

From Publishers Weekly Short on pages but long on repetition, this newest book by Godin (Purple Cow) argues that lasting and substantive change can be best effected by a tribe: a group of people connected to each other, to a leader and to an idea. Smart innovators find or assemble a movement of similarly minded individuals and get the tribe excited by a new product, service or message, often via the Internet (consider, for example, the popularity of the Obama campaign, Facebook or Twitter). Tribes, Godin says, can be within or outside a corporation, and almost everyone can be a leader; most are kept from realizing their potential by fear of criticism and fear of being wrong. The book's helpful nuggets are buried beneath esoteric case studies and multiple reiterations: we can be leaders if we want, tribes are the way of the future and change is good. On that last note, the advice found in this book should be used with caution. Change isn't made by asking permission, Godin says. Change is made by asking forgiveness, later. That may be true, but in this economy and in certain corporations, it may also be a good way to lose a job. (Oct.) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "Tribes is a must read for all of us. It's up to each one of us to lead in today's new kind of world." Former U.S. senator Bill Bradley