



Real Leaders Don't Follow: Being Extraordinary in the Age of the Entrepreneur

Steve Tobak

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Leaders Lead. Followers Follow. You Can't Do Both.

Acknowledging the great irony that most of today's inspiring entrepreneurs are following the crowd instead of doing what innovative leaders like Richard Branson, Mark Zuckerberg, and Elon Musk did to become successful, Silicon Valley management consultant Steve Tobak delivers some truth:

Nobody ever made it big by doing what everyone else is doing.

Drawing upon decades of personal experience with hundreds of accomplished entrepreneurs, CEOs, and venture capitalists, Tobak provides a unique perspective on today's technology revolution, exposes popular myths that masquerade as common wisdom and shows you what it takes to become a successful entrepreneur and an exceptional business leaders in today's highly competitive world.

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