

Who's Got Your Back: The Breakthrough Program to Build Deep, Trusting Relationships That Create Success--and Won't Let You Fail

By Keith Ferrazzi

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Disregard the myth of the lone professional “superman” and the rest of our culture’s go-it alone mentality. The real path to success in your work and in your life is through creating an inner circle of “lifeline relationships” – deep, close relationships with a few key trusted individuals who will offer the encouragement, feedback, and generous mutual support every one of us needs to reach our full potential. Whether your dream is to lead a company, be a top producer in your field, overcome the self-destructive habits that hold you back, lose weight or make a difference in the larger world, Who’s Got Your Back will give you the roadmap you’ve been looking for to achieve the success you deserve.

Keith Ferrazzi, the internationally renowned thought leader, consultant, and bestselling author of *Never Eat Alone*, shows us that becoming a winner in any field of endeavor requires a trusted team of advisors who can offer guidance and help to hold us accountable to achieving our goals. It is the reason PH.D candidates have advisor teams, top executives have boards, world class athletes have fitness coaches, and presidents have cabinets.

In this step-by-step guide to the powerful principles behind personal growth and change, you’ll learn how to:

- Master the mindsets that will help you to build deeper, more trusting “*lifeline relationships*”
- Overcome the career-crippling habits that hold you back, once and for all
- Get further, faster by setting goals in a dramatically more powerful way
- Use “**sparring**” as a productive tool to make the decisions that will fuel personal success
- Replace the yes men in your life with those who get it and care – and will hold you accountable to achieving your goals
- Lower your guard and let others help!

None of us can do it alone. We need the perspective and advice of a trusted team. And in *Who’s Got Your Back*, Keith Ferrazzi shows us how to put our own “dream team” together.

Who's Got Your Back: The Breakthrough Program to Build Deep, Trusting Relationships That Create Success--and Won't Let You Fail By Keith Ferrazzi Bibliography

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Editorial Review

Amazon.com Review

Clayton Christensen is the world's leading thinker on innovation and the New York Times bestselling author of *The Innovator's Dilemma*, the only business book that Apple's Steve Jobs said "deeply influenced" him. Most recently, he is the author of *How Will You Measure Your Life?*, an unconventional book of inspiration and wisdom for achieving a fulfilling life. Read his exclusive guest review of *Dare, Dream, Do*:

Every semester at Harvard Business School, on the last day of class I deliver a lecture, not on building and sustaining a successful enterprise, but rather on building and sustaining a happy life.

I often start with something like, "In just a few months you'll graduate and embark on what to many, including your selves, will be prestigious, lucrative, high-profile careers. But if you want to also have happy lives, you need to know the purpose of your life. Take the time, even if it's at midnight each night, to figure out what you are meant to do. Or in the words of my colleague Howard Gardner, learn to cultivate existential intelligence, or the ability to make meaning of life."

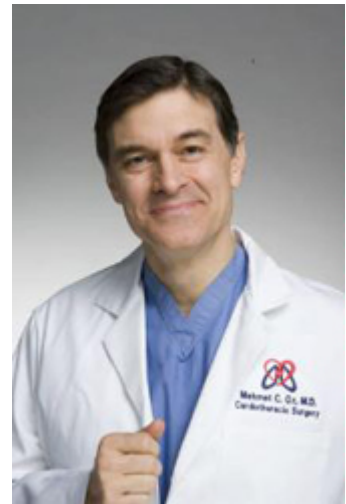
One of my personal missions is to inspire others to discover their purpose in life. As such, what started as a lecture has now become a book I co-authored with James Allworth and Karen Dillon. While our book focuses on individuals across the board, Whitney Johnson's book *Dare, Dream, Do* further drills down on the topic by thinking through the question of how do women build a happy life. Through powerful storytelling, she dares women to rethink their current fundamentals, to measure their life by the only yardstick that matters – what she specifically is meant to do, including the importance of teaching her children to dream. The book then moves to provide women with specific tools for identifying what it is they were meant to do, recognizing that creating a meaningful life emerges from answering the deepest questions about our life's purpose.

It concludes with the injunction to simply begin. It may be frightening at first. There will be much that you can't predict. But it is only in the doing, that you can ultimately build and sustain a happy life. For anyone who has pondered the question, "what should I do with my life," for anyone who is seeking fresh inspiration, advice and tactics, I recommend *Dare, Dream, Do*. Whether your purpose is to circle the globe or draw your family circle, *Dare, Dream, Do* helps make that discovery possible.

Amazon.com Review

Amazon Exclusive: Dr. Mehmet Oz Reviews *Who's Got Your Back*

Mehmet C. Oz, MD, is the author (with Michael F. Roizen) of such *New York Times* bestselling books as *YOU: The Owner's Manual*, *YOU: Staying Young*, *YOU: Being Beautiful*, and *YOU: On a Diet*, and the health expert of *The Oprah Winfrey Show*. He is professor and vice-chairman of surgery at New York Presbyterian Columbia University and the medical director of the Integrated Medicine Center and the director of the Heart Institute. Read his exclusive Amazon guest review of *Who's Got Your Back*:



So many of us are caught in a constant tug-of-war between work and wellness. Keith Ferrazzi's *Who's Got Your Back* offers a strategy to execute on your most ambitious plans without costing your happiness, well-being, or sanity--in fact his program promises to enhance them by building deeper, more supportive relationships. Ferrazzi offers a nine-step approach to building what he calls "lifeline relationships," an inner circle of deep, trusting peer support partners who serve as advisors, cheerleaders, and accountability watchdogs. These are more than colleagues, more than friends--they are true, caring comrades in arms who respect you enough to tell you like it is. The gem of this program is that Keith pays attention to the mechanisms that have been proven to make change stick--a striking difference between most self-help programs and Ferrazzi's signature "let others help." What's more, with *Who's Got Your Back* you'll create relationships that are meaningful well beyond your shared success--a rare and welcome gift in the world of professional development.

From Publishers Weekly

Six years ago, author and management consultant Ferrazzi wrote *Never Eat Alone*, about networking and developing empathy with clients; since then, he's founded his own company (Ferrazzi Greenlight), and the challenge has taught him the value of "a group that cared about and encouraged" him, "totally infused with excitement, optimism, energy, creativity and hope." Trying to recreate the dynamic interactions that defined work at his former employer, Deloitte & Touche, Ferrazzi discovered that, in every sphere of life, fostering a "peer-to-peer collaborative process," based in interlinked support groups, creates a safe space where criticism, accountability and self-correction flourish (think Weight Watchers or Alcoholics Anonymous). This bit of understanding, Ferrazzi concludes, is something "great leaders and peak performers throughout history have always known," and his lively, anecdotal style welcomes average readers to the practice of building "lifeline relationships." Though Ferrazzi's upbeat spirit is encouraging and his lessons valuable, an over-emphasis on the ideal ("There's nothing inherently nonsupportive about today's corporate culture") fails to address many hard realities facing today's American worker.

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Users Review

From reader reviews:

Bethel Stockton:

Often the book *Who's Got Your Back: The Breakthrough Program to Build Deep, Trusting Relationships That Create Success--and Won't Let You Fail* has a lot associated with on it. So when you check out this book you can get a lot of help. The book was compiled by the very famous author. The writer makes some

research just before write this book. This kind of book very easy to read you can get the point easily after looking over this book.

Karen McCarthy:

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Robert Tanaka:

As a college student exactly feel bored to be able to reading. If their teacher expected them to go to the library in order to make summary for some guide, they are complained. Just tiny students that has reading's heart and soul or real their pastime. They just do what the teacher want, like asked to go to the library. They go to generally there but nothing reading very seriously. Any students feel that examining is not important, boring and also can't see colorful pictures on there. Yeah, it is for being complicated. Book is very important for you personally. As we know that on this era, many ways to get whatever we want. Likewise word says, many ways to reach Chinese's country. Therefore this Who's Got Your Back: The Breakthrough Program to Build Deep, Trusting Relationships That Create Success--and Won't Let You Fail can make you truly feel more interested to read.

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