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## Stand Out: How to Find Your Breakthrough Idea and Build a Following Around it

By Dorie Clark

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Stand Out: How to Find Your Breakthrough Idea and Build a Following Around it, Dorie Clark, Standing out is no longer optional. Learn how to become a thought leader - the agenda setter, the go-to person - with Dorie Clark's Stand Out. Too many people believe that if they keep their heads down and work hard, they'll gain the recognition they deserve. But that's simply not true anymore. To get noticed, create true job security, and make a difference in the world, you have to make sure your ideas get noticed. Drawing on interviews with thought leaders including Seth Godin, David Allen and Daniel Pink, Dorie Clark shows you how to break through the clamour of everyday life and inspire others to embrace your vision. Whatever your cause, perspective, or point of view, your ideas matter. The world needs your insights, and it's time to be bold. "From finding your niche, or big idea, to building your audience, Clark effortlessly guides you through the process to inspire others." (Keith Ferrazzi, author of Never Eat Alone and Who's Got Your Back). "It's easy to admire a thought leader; it's much harder to...



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