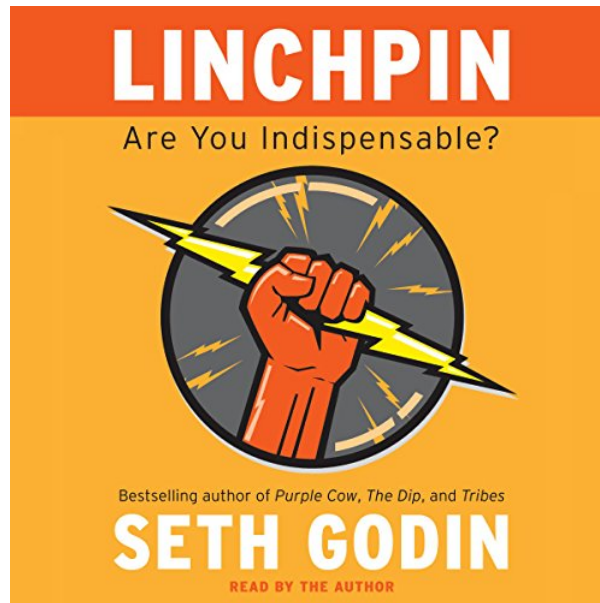


# LINCHPIN: ARE YOU INDISPENSABLE? BY SETH GODIN



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# LINCHPIN

Are You Indispensable?



Bestselling author of *Purple Cow*, *The Dip*, and *Tribes*

# SETH GODIN

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Amazon.com Review

Amazon Exclusive: Hugh MacLeod Reviews *Linchpin*

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This is by far Seth's most passionate book. He's pulling fewer punches. He's out for blood. He's out to make a difference. And that glorious, heartfelt passion is obvious on every page, even if it is in Seth's usual quiet, lucid, understated manner.

A linchpin, as Seth describes it, is somebody in an organization who is indispensable, who cannot be replaced—her role is just far too unique and valuable. And then he goes on to say, well, seriously folks, you need to be one of these people, you really do. To not be one is economic and career suicide.

No surprises there—that's exactly what one would expect Seth to say. But here's where it gets interesting.

In his best-known book, *Purple Cow*, Seth's message was, "Everyone's a marketer now." In *All Marketers Are Liars*, his message was, "Everyone's a storyteller now." In *Tribes*, his message was, "Everyone's a leader now."

And from *Linchpin*?

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The only people who have a hope of becoming linchpins in any organization, who have any hope of changing anything for the better in real terms, are those who have the capacity to do “emotional work” at a high level—to be true artists at whatever they set their minds on doing. The guys who just plod around the office corridors, just turning up for their paycheck.... Well, those guys don't have a prayer, poor things. The world is just too interesting and competitive now.

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**Linchpin: Are You Indispensable? By Seth Godin.** Change your routine to put up or lose the time to only chat with your pals. It is done by your everyday, don't you really feel bored? Now, we will certainly show you the brand-new practice that, actually it's an older routine to do that could make your life more certified. When really feeling tired of always talking with your buddies all free time, you could locate the book entitle Linchpin: Are You Indispensable? By Seth Godin and after that review it.

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## PDF

There used to be two teams in every workplace: management and labor. Now there's a third team, the linchpins. These people invent, lead (regardless of title), connect others, make things happen, and create order out of chaos. They figure out what to do when there's no rule book. They delight and challenge their customers and peers. They love their work, pour their best selves into it, and turn each day into a kind of art.

Linchpins are the essential building blocks of great organizations. Like the small piece of hardware that keeps a wheel from falling off its axle, they may not be famous but they're indispensable. And in today's world, they get the best jobs and the most freedom. Have you ever found a shortcut that others missed? Seen a new way to resolve a conflict? Made a connection with someone others couldn't reach? Even once? Then you have what it takes to become indispensable, by overcoming the resistance that holds people back.

As Godin writes, "Every day I meet people who have so much to give but have been bullied enough or frightened enough to hold it back. It's time to stop complying with the system and draw your own map. You have brilliance in you, your contribution is essential, and the art you create is precious. Only you can do it, and you must."

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- Original language: English
- Running time: 507 minutes

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Most helpful customer reviews

0 of 0 people found the following review helpful.

Repetitive and Not Realistic

By Kindle Customer

This book could have been reduced to less than 50 pages. The same thing being repeated over and over, just with different scenarios, does not increase the message. Also, I disagree with the mere statements made that we are brainwashed to respond and act in specific ways. His reference to the milkshake and the big Mac in this book is pure stupid. No one in there right mind would refund or replace the meal. This word of "art" he uses is a good way to try to make you feel good. Reality, put your best foot forward, work your best, put forth your suggestions, but if you are out of compliance and obedience you will not continue to work for any company.

I appreciate his wisdom and attempt to promote one self purpose. He may be a linchpin in his endeavours. He must be, he got my business to buy this book and make it a reading project. His profit made.

I found this book none changing. More of a topic for discussion between those he git to believe in his views and those who live in reality that every one is a cog. You earn your way out if being the cog to the linchpin but being compliant and obedient. Along with presentation of ideas and suggestions.

Work hard, learn well, abide by the rules and be successful. That is business and the future of business.

2 of 2 people found the following review helpful.

Great idea, but a bit disjointed

By Joe Mills

The linchpin idea resonated, hence the reason that I bought the book. I've only read a couple of Seth's books and I now remember why...for me, he's all over the map. He "sold" me early on, but it seemed that he just kept trying to "sell" me over and over again by rehashing the same arguments over and over in a different order. I'll accept that this may be more about me than him.

0 of 0 people found the following review helpful.

Head Games

By shopper1

When a book is really good, I will sometimes throw it across a room and scream "I always thought that was true, but never had the (guts, ambition, intelligence) to (say, write) it myself!"

So Seth Godin has written a very provocative book. I cribbed some quotes to use later in my own writing/teaching. But at the end, I'm asking myself, "So besides write and talk, what has Seth done down here in the real world with real employees and real bosses?" He lists himself as the CEO of something, but it's not a real company... So I'm thinking Seth is like my favorite preacher: full of good words and good thoughts, but at the same time, vastly out of touch with the real world. Check out all the unemployed talent in Hollywood and feel their pain. Consider the artists selling shoes because they want to eat. Perhaps there is genius within, but perhaps the world has a limited appetite/tolerance for greatness.

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