



Who's Got Your Back: The breakthrough program to build the deep, trusting relationships that create success – and won't let you fail

#1 BESTSELLER ON THREE LISTS!

– *The New York Times*, *The Wall Street Journal*, and Amazon.com!

Keith Ferrazzi's *Who's Got Your Back* adapts the methodologies found in the world's most successful behavioral change programs -- from exclusive entrepreneurial and executive peer support forums to Weight Watchers and twelve-step groups -- to provide people with a do-it-yourself blueprint for creating the kind of relationships and support structure that separate the great from the merely good. As so much recent research has uncovered, success isn't a result of intelligence but hard work and a unique process of collaboration. This book is devoted to demystifying that process.

Great achievement is not about who you are, it's about who you're with and what you do with them. Every skill of business -- sales, negotiation, leadership, and all the rest -- can be systematically improved when you truly understand the inner workings behind this powerful insight.

The key to exceptional performance is how you connect with people and how you collaborate with those connections to identify strengths and weaknesses and hold each other accountable to change. This new approach, combined with proven and practical tactics, will have an immediate impact on what you do now and the way you think about what you could be doing in the future.

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 who 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.

KEITH FERRAZZI, CEO of Ferrazzi Greenlight, has counseled the world's top enterprises on how to dramatically accelerate the development of business relationships to drive sales, spark innovation, and create team cohesion. As a thought leader and advocate for corporate citizenship, he has rallied executives around initiatives to improve healthcare and education nationwide. Ferrazzi has been published in *The Wall Street Journal*, *Harvard Business Review*, *Inc.*, and *Fast Company*, and has appeared on *Today* and other national TV. His previous book, *Never Eat Alone*, is a national bestseller. He lives in Los Angeles.

ADVANCE PRAISE for Keith Ferrazzi and WHO'S GOT YOUR BACK

"Keith Ferrazzi does for relationships what Tom Peters did for management . . . he's opened our eyes to a new reality that relationships are the key to success in business. *Who's Got Your Back* will teach anyone, from job seekers to CEOs, how to quickly build the kinds of relationships that really make a difference in business." -- **Jack Canfield, Co-author of *The Success Principles* and the *Chicken Soup for the Soul* series**

"After reading Keith Ferrazzi's *Who's Got Your Back*, you will not only be inspired to make change happen in your life, but you will be able to make it stick!" -- **Bill Novelli, CEO, AARP**

"Ferrazzi points out that a seismic shift is underway, we are moving from isolation and corporate silos to community and collaboration. This book is a roadmap for success in the new world, conveyed with emotion and wit." -- **Devin Wenig, CEO, Thomson Reuters Markets**

"If I'd had this book at the start of my career, I would have saved myself 30 years of trial and error. If you are serious about your success, I strongly recommend that you read this book and build your support circle today." -- **Marshall Goldsmith, author of *What Got You Here Won't Get You There*, a NYT best seller, WSJ #1 business book**

"Get ready to read a book that will strengthen every one of your closest relationships. If you haven't read *Who's Got Your Back*, you're at a competitive disadvantage" -- **Tom Rath, author of the bestseller *StrengthsFinder 2.0***

"*Who's Got Your Back* is more than a 'self-help' book. It's the first 'let others help' book. If you're serious about your success, listen to Ferrazzi and build your support circle today." -- **Daniel H. Pink, author of *A Whole New Mind***

"In a bleak time for business, Keith's book is both a wake-up call and a cheerful reminder that you can beat the odds – with the right help." – **Dr. Mehmet Oz, coauthor of the #1 bestseller *YOU: The Owner's Manual*, and host on the 'Oprah & Friends' XM Radio Show**

"I am not a big reader of self help books, but this is refreshingly simple. Not the simple found in cliché's but the elegant simplicity and useful voice of experience." -- **Seth Waugh, CEO, Deutsche Bank, Americas**

ADVANCE PRAISE for Keith Ferrazzi and WHO'S GOT YOUR BACK (cont...)

Ferrazzi does it again. Concrete advice with inspiring stories: a business book for everyone that goes far beyond just business." -- **Teresa M Ressel, CEO, UBS Securities**

"Keith's program isn't about changing who you are. It's about enlisting others to help you become the best you can be." -- **Dennis R. Glass, President & CEO, Lincoln Financial Group**

"Keith Ferrazzi has done it again. In *Who's Got Your Back*, he provides brilliant insights to building your "dream team" of trusted supporters that will ensure your success - through intimacy, vulnerability, candor and accountability. It's a must read!" -- **Bill George, author of True North and former CEO of Medtronic**

"Ferrazzi understands that sustaining change happens through the support of others. This book is the perfect roadmap to assure you mobilize the power of those around you to achieve the success you deserve." -- **Goldie Hawn, Academy Award & Golden Globe winning Actress**

"No matter what it is you want to achieve, accountability is crucial to success. In *Who's Got Your Back*, Keith Ferrazzi offers the ultimate accountability strategy for realizing lasting success—building meaningful relationships with the right people. This book is the blueprint for accomplishing any goal and it is a must read for anyone aspiring to achieve more in business and life." -- **Ivan Misner, NY Times Bestselling author and Founder of BNI**