



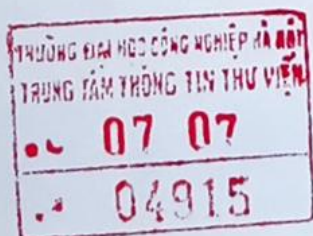
Freethinking
A Leader's Guide to the Real World

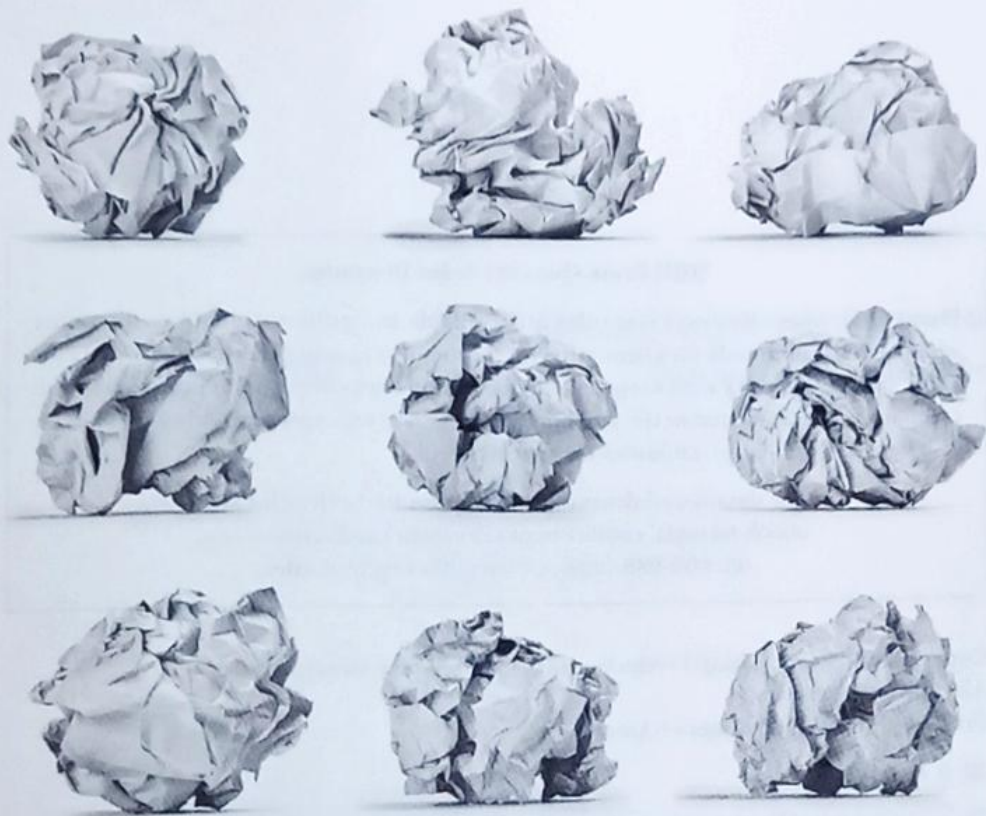
NINE LIES ABOUT WORK

MARCUS BUCKINGHAM
ASHLEY GOODALL

HARVARD BUSINESS REVIEW PRESS

NINE LIES ABOUT WORK





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A Leader's Guide to the Real World

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Introduction

*It ain't what you don't know that gets you into trouble.
It's what you know for sure, that just ain't so.**

—MARK TWAIN

Here's who we are.

Marcus is a data geek. He loves figuring out how to measure things you can't count, such as personality, performance, and engagement. He spent much of his career doing this at the Gallup Organization. He then built his own coaching and software company devoted to helping people do their best work, and he now leads the ADP Research Institute's investigations into all things people and performance. He's a transplanted Brit.

Ashley lives in the world of big companies. After an early stint designing the acoustics for concert halls, he dedicated his career to helping the likes of Deloitte and Cisco get the most from all their people. He's the kind of practitioner who loves to pressure test every innovative

*Ironically, one thing we know for sure that just ain't so is that this quotation is from Mark Twain: though it is most often attributed to him, the truth is that no one is sure who coined it. In this way it serves as a sort of double reminder of the dangers of misplaced certainty.

**YOU KNOW HOW GOOD YOU ARE.
WORK DOESN'T.
LET'S FIX THAT.**

- * If you know when you're on fire and everyone turns to you ...
- * If you know the dent you were meant to make in the world ...
- * If you ever feel that your work can't see this, or worse, that it sees it and doesn't care ...
- * If you refuse to believe that this is good enough ...

Then this book is for you.

TRƯỜNG ĐẠI HỌC CÔNG NGHIỆP
TRUNG TÂM THÔNG TIN THƯ VIỆN



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