

IMPORTANT BOOK ABOUT MOTIVATION FROM A  
PROVEN MOTIVATOR." —JACK WELCH

Is CEO David Novak learned long ago that you can't lead a great  
of any size without getting your people aligned, enthusiastic, and focused  
on the mission. But how do you do that? There are countless leadership  
how many will actually help a Taco Bell shift manager, a Fortune 500 CEO,  
renewer, or anyone in between?

For fifteen years at Yum! Brands, Novak has developed a trademarked  
Taking People with You—that he personally teaches to thousands of  
around the world. He shows them how to make big things happen by getting  
on their side. No skill in business is more important. And Yum!'s extraordinary  
(at 13 percent growth for each of the last ten years) proves his point.

Novak shows that managers don't need leadership platitudes or business school  
He cuts right to the chase with a step-by-step guide to setting big goals,  
building teams, blowing past your targets, and celebrating after you shock the  
world by then doing it again and again until consistent excellence becomes a core  
part of your culture.

...truly good... You can safely declutter much of your business leadership  
and install this one in the vast empty space." —GEOFF COLVIN, *Fortune*

Novak is a hard-driving CEO with a great heart and soul—and that gives him  
insight into both your own personal development and how to bring out the  
best in others." —JAMIE DIMON, chairman and CEO, JPMorgan Chase

Novak shares his deep understanding of leadership: including everyone; the  
importance of a compelling vision, comprehensive strategy, and relentless  
execution; and the power of positive recognition and continual improvement  
of a gift he is giving all of us!" —ALAN MULALLY, CEO, Ford Motor Company

...best, most practical hands-on book on leadership I've ever read. If you  
live by these principles, your career and the people you work with will flourish."  
—DR. BOB ROTELLA, sports psychologist

David Novak TAKING PEOPLE WITH YOU

The Only Way to Make  
Big Things Happen



"DAVID NOVAK IS THE BEST AT  
LEADERSHIP, WHETHER TEACHING IT  
IN THIS BOOK OR PRACTICING IT."  
—WARREN BUFFETT

#1 NEW YORK TIMES BESTSELLER

# TAKING PEOPLE WITH YOU

The Only Way to Make BIG Things Happen

David Novak  
CHAIRMAN AND CEO OF YUM! BRANDS

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