



# Extreme Ownership: How U.S. Navy SEALs Lead and Win

*Jocko Willink, Leif Babin*

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The #1 *New York Times* bestseller

"An incredible book... you teach guys and gals about leadership and you've helped not only military guys but families." - Megyn Kelly

"You show in the book how to motivate... thanks for writing the book Extreme Ownership." Bill O'Reilly

"[Jocko] is the co-author of an incredible new book - which I've been loving. Trust me. Buy it." - Tim Ferriss

"This is a life-learning lesson for everyone... the book is awesome." - Sean Hannity

Sent to the most violent battlefield in Iraq, Jocko Willink and Leif Babin's SEAL task unit faced a seemingly impossible mission: help U.S. forces secure Ramadi, a city deemed "all but lost." In gripping firsthand accounts of heroism, tragic loss, and hard-won victories in SEAL Team Three's Task Unit Bruiser, they learned that leadership—at every level—is the most important factor in whether a team succeeds or fails. Willink and Babin returned home from deployment and instituted SEAL leadership training that helped forge the next generation of SEAL leaders. After departing the SEAL Teams, they launched Echelon Front, a company that teaches these same leadership principles to businesses and organizations. From promising startups to Fortune 500 companies, Babin and Willink have helped scores of clients across a broad range of industries build their own high-performance teams and dominate their battlefields.

Now, detailing the mind-set and principles that enable SEAL units to accomplish the most difficult missions in combat, *Extreme Ownership* shows how to apply them to any team, family or organization. Each chapter focuses on a specific topic such as Cover and Move, Decentralized Command, and Leading Up the Chain, explaining what they are, why they are important, and how to implement them in any leadership environment.

A compelling narrative with powerful instruction and direct application, *Extreme Ownership* revolutionizes business management and challenges leaders everywhere to fulfill their ultimate purpose: lead and win.

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