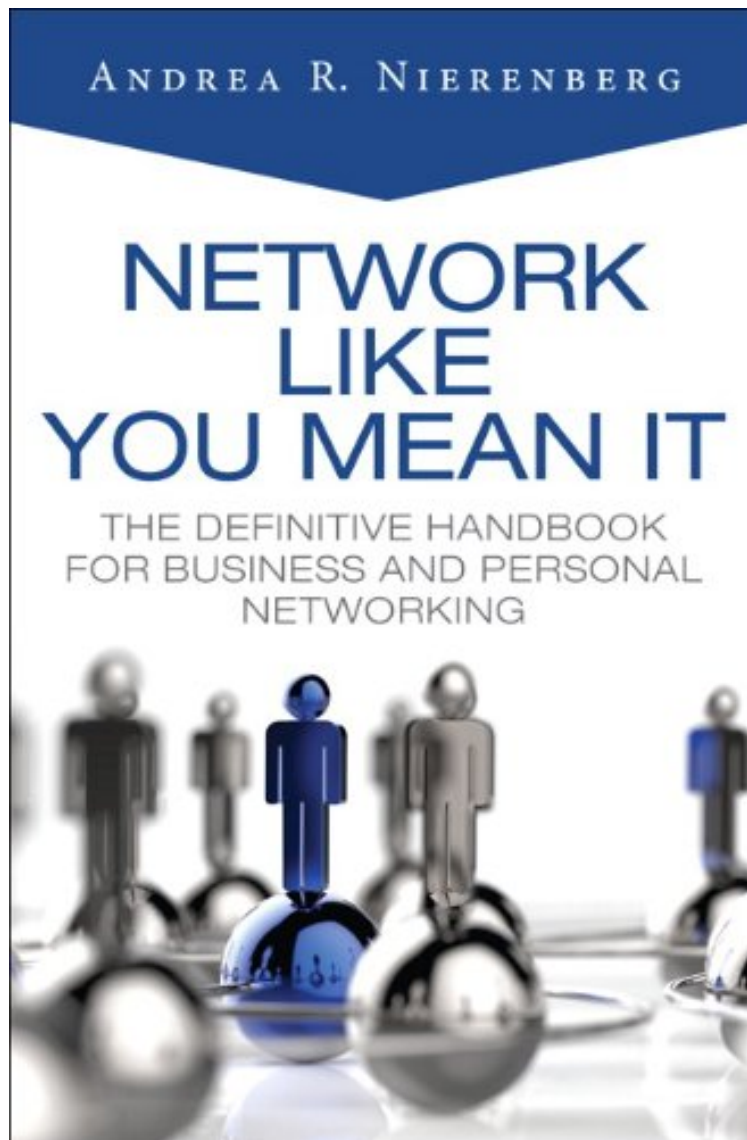


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## Network Like You Mean It: The Definitive Handbook for Business and Personal Networking

*Andrea Nierenberg*

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#2557036 in Books 2013-11-30 Original language: English PDF # 1 9.30 x .88 x 6.331, 1.18 #File Name: 0133742903304 pages | File size: 67.Mb

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Geimer Another great book on networking by Andrea Nierenberg. The key to business success often wraps around your ability to network. This book clearly focuses on the many different ways to achieve success by the networking skills you can learn and actually put to use every single day. 0 of 0 people found the following review helpful. Great! By I gray This book had a lot of detailed information on how to network and how success looks if you really try. Excellent

A thoroughly comprehensive toolkit to help you develop all the networking skills you want to know, practice, and utilize. The art of effective networking is absolutely vital to building solid business relationships and to finding, growing, and keeping your business and enhancing your life. You will find the answers to important networking questions and topics, with advice on how to achieve your goals within each, such as: How do I start a conversation with someone I find intimidating? How do I ask tough questions tactfully? How do I start and exit a conversation at internal and external business events? How do I network with someone I may not like, but who is key in the department or industry? What are some of the topics to avoid? What are examples of great opening lines, icebreakers, and small talk when I'm networking? How do I follow-up? How do I establish and create advocates and referral opportunities? How do I know when I'm networking? Where can I find a systematic approach to networking? How can I keep all of my contacts organized and easy to reach? How can I continue to find, keep, and grow my business all the time? How do I develop my own "self-brand"? You can read the whole book or pick and choose topics as you need them as a lifelong reference. As Andrea says: "You already have the tools inside you it's just a matter of developing a system and sticking to it."

From the Back Cover Master the most valuable skill you will ever learn: Networking FIND the people who'll help you achieve your goals dreams GROW your network by building on strengths you already have KEEP your network vibrant for a lifetime 80% of new job openings are never advertised. Networking is the only way to get those jobs. It's the only way to build the career you want. More than that: it's the only way to build the life you want. You know it's true. Here's something you might not know: networking is 100% learnable. Even if you think you can't. Even if you're an introvert. Andrea Nierenberg has taught thousands of people how to do it brilliantly