



The Truth About Networking: Strategic Business Networking, The Facts You Should Know

John Chambers

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This book gives you more than just "tired and true" networking tips. What's more, it helps you understand how and why networking works in both business and interpersonal relationships, and provides real insight about interacting with one another. You will pick up many new ideas and use them to build your own network of contacts, increase your client base and expand your market. No matter what business you're in, this book can help you uncover new business and customers. It should be right up there on the bookshelf with all your other business reference books!

The techniques in this book are business saving. It covers new and novel approaches to marketing that are smart and effective.

It addresses problems that many people have with meeting people, building relationships, and projecting a professional image. In an era where cradle-to-grave job security is a thing of the past, it is beneficial to continue building relationships throughout your career. Excellent Advice for any Networker and a wonderful resource for everyone. Even if you don't think you need networking skills for your work, trust me, you'll get a lot out of this book. It is filled with specific, lively examples that spark your imagination and build your confidence that you too can be a great conversationalist. Excellent resource.

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