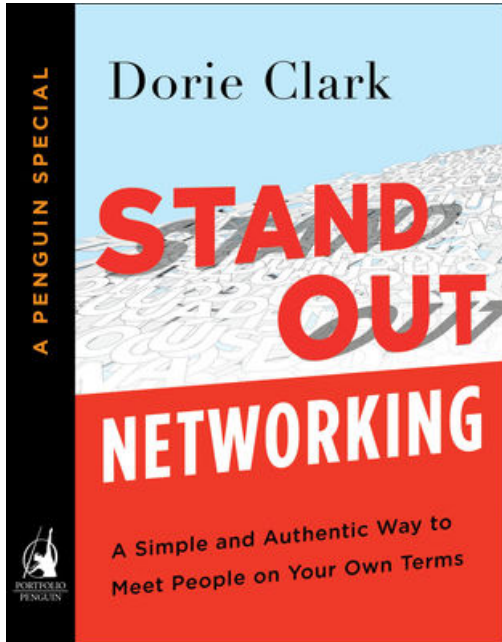


Télécharger Livres Gratuit Stand Out Networking (PDF | ePub | Mobi) Dorie Clark DataBase Book



Few professional activities are as nerve-racking as networking. There's the paralyzing prospect of entering a room full of strangers. The awkward introductions and stilted small talk. The concern that "networking" means you have to exploit others for personal gain - or might appear that way. It's no wonder so many talented professionals eschew networking altogether. Unfortunately, that means they're limiting their chances of making the kind of great personal and professional connections that can expand their worldview, enrich their lives, and - yes - even lead to new business opportunities.

That's why it's time to reclaim networking. It doesn't have to be the province of users and takers; instead, as *Forbes* and *Harvard Business Review* contributor Dorie Clark makes clear in this short and actionable guide, networking done right is nothing like the stereotype. It's not about making shallow, insincere connections and filling your wallet with business cards. Instead, the real goal is to turn brief encounters into mutually-beneficial and lasting friendships—in both your personal and professional life.

Drawing on wisdom from her own experience and from experts like psychologist Robert Cialdini, marketer Michael Katz, and authors Judy Robinett and Keith Ferrazzi, Clark provides valuable insight on how to be a good networker, including concrete tips on how to:

- Turn initial small talk into meaningful exchanges
- Unlock the power of social media as a networking tool
- Transform casual online contacts into real-world connections
- Make the most of conferences
- Set a schedule for keeping in regular touch with your network
- Repair and strengthen troubled relationships
- Create your own events and become a connector

Whether you're an introvert or extrovert, and whether you currently relish or loathe making new connections, Clark will teach you the strategies you need to make networking fun, joyful, and enriching.

Title	:	Stand Out Networking
Author	:	Dorie Clark
Catégorie	:	Carrière
Sortie	:	9 juin 2015

Éditeur	:	Penguin Publishing Group
Pages	:	320
Langue	:	Anglais
File Size	:	1.32MB

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