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Titolo	Networking for nerds : find, access and land hidden game-changing career opportunities everywhere // Alaina G. Levine ; foreword by Nobel Laureate Brian Schmidt
Pubbl/distr/stampa	Hoboken, New Jersey : , : Wiley Blackwell, , 2015 ©2015
ISBN	1-118-66375-6 1-118-66358-6
Edizione	[1st ed.]
Descrizione fisica	1 online resource (246 p.)
Disciplina	650.13
Soggetti	Business networks Career development
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Title Page; Copyright; Dedication; Contents; Foreword; Introduction; Chapter 1 The Importance of Networking and the Hidden Platter of Opportunities TM; Eight Networking Myths; Understanding the Hidden Career Market; Breaking into the Hidden Job Market; Chapter Takeaways; Notes; Chapter 2 Understanding and Articulating Your Value Proposition; Your Unique Problem-Solving Abilities: The Cornerstone of Your Value; Brand, Attitude, and Reputation: The Networking Trifecta of Triumph; Your Brand Statement/Elevator Pitch/30 Second (or Less) Commercial; Chapter Takeaways; Notes Chapter 3 Determining the Right Opportunities for Me The Concept and Pursuit of Bliss; Your Personal SWOT Analysis; Your Career Opportunities; Chapter Takeaways; Note; Chapter 4 Establishing Your Brand and Reputation to Gain Access to the Hidden Platter of Opportunities TM; Always Ask Questions; Asking Questions of non-STEM Professionals; Stupid Questions; Seeking Mentors: The Importance of Mentor-Protege Partnerships in Networking; Being Professional; Professional Etiquette in Networking; The Tale of the Ball O' Butter; Taking Advantage of Every Opportunity Failure is the Ultimate Opportunity Self-promotion-The Right Way; Chapter Takeaways; Notes; Chapter 5 Developing Your Networking

Strategy; Identifying your Goals for Networking; The Art and Science of the Thank You Note; Following Up; Organizing Your Network; Continuing to Follow Up and Look for Opportunities to Exchange Value Over Time; Chapter Takeaways; Chapter 6 Identifying People for Your Networks; Start With Who You Know; Institutional Networking; Diversity Groups Within Organizations and Companies; Professional Societies; Conferences; Articles  
Regional Industrial Representatives: Regional Economic Development Organizations, Chambers of Commerce, Industry "Cluster"  
Associations Alumni Associations; Regional Philanthropic Organizations; "Young Professionals" Societies; Religious and Political Affiliations; Regional STEM-related Activities; Spontaneous Networking- On an Airplane, Train, Taxi; Other Places to Meet People; Create Your Own Networking Opportunity!; Chapter Takeaways; Notes; Chapter 7 Networking at an Event; Pre-Event Strategies; Attending the Event; Conversation Starters; Conversations Enders; If the Person is a Jerk Following Up Chapter Takeaways; Note; Chapter 8 Social Media Networking; Principal Pillars of Social Media Networking; Preparation; Building your LinkedIn Presence; LinkedIn Groups; Facebook; Twitter; Other Social Media Sites; Launching a Blog; Your Klout Score; Chapter Takeaways; Notes; Chapter 9 The Networking Continuum; Index; EULA

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## Sommario/riassunto

Networking for Nerds provides a step-by-step guide to understanding how to access hidden professional opportunities through networking. With an emphasis on practical advice on how and why to network, you will learn how to formulate and execute a strategic networking plan that is dynamic, multidimensional, and leverages social media platforms and other networking channels. An invaluable resource for both established and early-career scientists and engineers (as well as networking neophytes!), Networking for Nerds offers concrete insight on crafting professional networks that are mutually

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