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Sommario/riassunto	<p>Entrepreneurs and business owners of companies of all sizes must understand how to properly network to grow their organizations. Networking isn't like reading a financial statement, where the return on investment (ROI) is the overriding concern in the transaction. Networking involves what Jeff Shavitz likes to refer to as a "return on time" (ROT). Networking uses "time" to cultivate genuine and authentic relationships that eventually nurture into powerful business partnerships - it doesn't just happen overnight. Attending that "networking event" today, which seems like a waste of time, could easily lead to new relationships six months or even a year later, the types of relationships that will carry your enterprise to an entirely new level. Given the enormous opportunities to build relationships and networks using offline and online social media techniques (LinkedIn, Twitter, etc.), it's easier than ever before to build your custom-made network. Learn more from Jeff as he encourages you to get out of your comfort zone - to meet people not like you. This THiNKaha book will be your guide to the realization that most powerful asset you have is your network of family, friends, and business associates - it is about relationship building, after all. Jeff Shavitz on Networking is part of the THiNKaha series, whose slim and handy books contain 140 well-thought-out AhaMessages. Increase your influence by picking up the Aha Amplifier, and easily share Jeff's quotes on Twitter, Facebook, LinkedIn, and Google+.</p>

