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Wardrobe; Chapter 16: A Smile; Chapter 17: Eye Contact; Chapter 18: Authenticity; Chapter 19: Approachability; Chapter 20: The Tone and Pitch of Your Voice; Chapter 21: Sense of Humor; Chapter 22: Confidence: Part One; Chapter 23: Confidence: Part Two; Chapter 24: Confidence: Part Three
Chapter 25: Recovering from Embarrassing SituationsChapter 26: Building Your Reputation; Summary; THE THIRD PILLAR OF PROFITABLE NETWORKING: PROCEDURES; Chapter 27: The Fundamentals; Chapter 28: Handshakes; Chapter 29: Name Tags; Chapter 30: Remembering Names; Chapter 31: Forgetting Names; Chapter 32: Dining Etiquette; Chapter 33: Objectives for Attending Events; Chapter 34: Calculating the Return on Investment for Events; Chapter 35: Networking Effectively with Spouses, Friends, and Work Colleagues; Chapter 36: Before an Event; Chapter 37: Understanding Event Flow; Chapter 38: Arrival
Chapter 39: Mingling FormulaChapter 40: Initiating Dialogue; Chapter 41: Small, but Meaningful, Chat; Chapter 42: Listening; Chapter 43: Creating Mini-Bonds; Chapter 44: Exchanging Contact Information; Chapter 45: Moving On; Chapter 46: Breaking into Group Discussions; Chapter 47: Business Cards; Chapter 48: Communicating YOU; Chapter 49: Developing Your Own 5-10-15-Second Communication; Chapter 50: General Business Etiquette; Summary; THE FOURTH PILLAR OF PROFITABLE NETWORKING: STRATEGIC PLAN; Chapter 51: Now What?; Chapter 52: The Logical First Step; Chapter 53: Electronic Filing System
Chapter 54: Categorizing ContactsChapter 55: Relationship-Development Action Plan; Chapter 56: Following Up; Chapter 57: Transitioning from Social to Business; Chapter 58: Maintaining Relationships; Chapter 59: Tapping into Your Network; Chapter 60: Staying Visible; Chapter 61: Online Networking; Chapter 62: Accessing the Traditional Media; Chapter 63: Finding Your Focus; Chapter 64: Filling Your Calendar; Chapter 65: Analyzing the Options; Chapter 66: Networking Ruts; Summary; Epilogue; Stay Connected with Allison Graham and ElevateBiz; About the Author

Sommario/riassunto

Want to supercharge your life? Effective networking is the answer and this book will teach you how. Professionals of all stripes and ages are told to 'get out there' and network so they can build their careers, grow their businesses and elevate their influence in the community, but they are rarely taught the skills to do that. Most people are lost, intimidated by the idea of presenting their own personal brand, and frustrated when it comes to networking. Despite long hours at events and attempts to make the right connections, they aren't seeing their desired results. From Bus
