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LinkedIn; Searching and connecting; 9: Joining it all up; Say yes to every opportunity; If you want to win referrals, you need to do this too; Doing a weekly audit of your networking; You've got a level playing field, now go out there and play; A second chance to make a first impression; Further Reading; About the Author; Acknowledgements; EULA

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## Sommario/riassunto

A fresh take on the vital business skill of networking Networking is something that many of us dread and try to avoid at all costs. But no longer the sole remit of sales people, it has become a vital business skill for us all. Expected to negotiate effectively through our careers, social lives and online presence, networking 24/7 has become a real challenge. Many experts believe that you need to be super confident or a brilliant presenter in order to network to the best of your ability but networking has changed. Let Stefan Thomas show you how to take a fresh look at Networking 2.0 and teach you how networking is no longer just something we do with other people and it's no longer an activity, it's a new way of thinking and acting. Instant Networking will show you how to build networking into all that you do, whether you're self-employed, fresh out of education and ready to take on the world or just ready to make your presence known. Learn how to: Combine networking, social media, marketing, and sales skills to give a full picture of how to network effectively Explore how to establish your personal brand Build networking into your existing day-to-day activities Deal with the key challenges people face at networking events

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