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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

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
