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Nota di contenuto	Cover; Title; Copyright; Contents; Foreword; Acknowledgements: Behind the scenes of a networked book; 01 What is networking?; Definitions; What the experts say; The 10 keys to building your network; Key points; 02 How big should my network be?; The rise and rise of networks; What the experts say; The argument for open networking; How your network grows; Fit for purpose; Key points; 03 What's your networking style?; What's your networking style?; How the styles work; Recognizing the styles online; Networking using styles; Key points; 04 How to work the room in five easy steps Introducing the five-step approachStep 1 - Plan; Step 2 - Meet; Step 3 - Connect; Step 4 - Enlist; Step 5 - Follow up; Key points; 05 Tools for the job; Facebook; Google+; LinkedIn; Twitter; E-mail; How online and offline networking support each other; Keep in touch; Key points; 06 Building your reputation online; The three Cs; Your Return on Reputation (ROR); The basics; Be professional; What the online gurus say and do; Key points; 07 How to network effectively at work; Starter for 10; Glass ceilings; Leadership is a measure of influence; Influence

your industry; Landing a job; Key points

08 The networking scorecardA professional approach; The right metrics; The scorecard in action; Key points; 09 The complete professional networker; Face-to-face; The bridge; Online success; How not to network; Develop an inner circle; The strategic networker; Key points; 10 Mobilizing your network; Getting started; A networking mentality; Referrals; The future of networking; Key points; Index

Sommario/riassunto

Networking is a skill that many people recognize as critically important, but which many find difficult, boring or fear-inducing - or even all three. Yet if you master the techniques that really work, networking can pay dividends. Effective networking means tapping into a team of like-minded business people willing to help each other achieve their goals. If you build, grow and nurture your business networks, you will become known for your expertise and will be better placed to win the new client, business or job when it really matters. You can network successfully in person or online and The C
