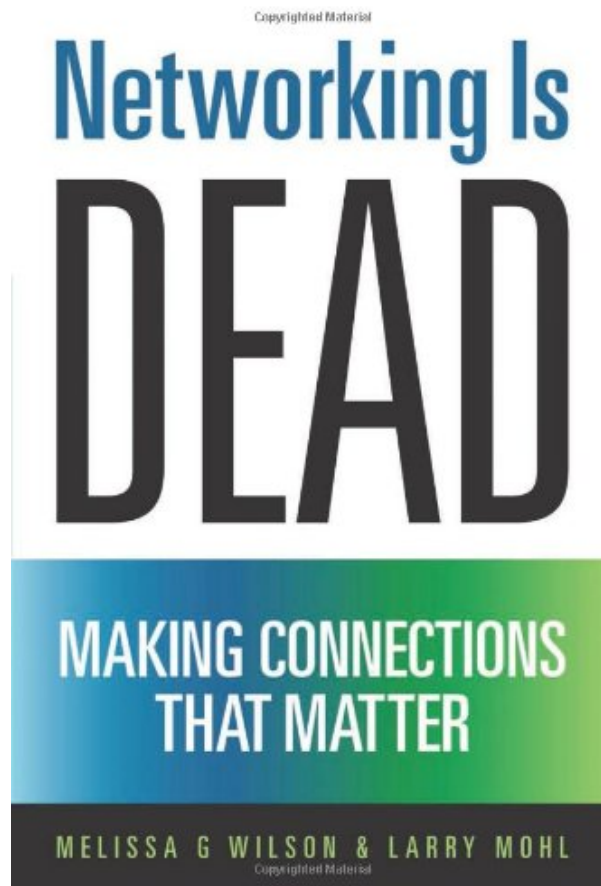


**NETWORKING IS DEAD: MAKING
CONNECTIONS THAT MATTER BY
MELISSA G WILSON, LARRY MOHL**



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Are you

...hoping your next networking event will be “the one”?

...collecting mountains of business cards?

...having countless breakfasts and lunches?

...thinking about what you give and get?

Then your way of networking is...dead.

With social networks, teleconferencing, and webinars, you are able to meet more people in more ways than ever before. But that doesn't mean you're creating new possibilities through valuable connections.

Networking Is Dead offers a new approach to fundamental networking misconceptions. Authors Melissa G Wilson and Larry Mohl show it's the quality rather than the quantity of connections that counts. Their fable tells the story of connection expert Dan guiding Meredith, an outgoing social media expert, and Lance, a shy accountant, to build relationships that matter to them and their businesses. It shows an effective process that lets you:

- Deepen existing relationships and make meaningful new ones
- Connect across your own company to strengthen your business
- Find people with similar values to embark on mutually beneficial opportunities
- Leverage your connections instead of being overwhelmed by them

Networking Is Dead is an engaging story that provides easy-to-implement tips at the end of each chapter. This powerful combination of story and time-tested action steps provides a comprehensive roadmap to achieve even your toughest goals.

Networking is dead, but making connections that matter will bring new possibilities to life for you and your organization.

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Features

- Used Book in Good Condition

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Most helpful customer reviews

4 of 4 people found the following review helpful.

It's all about the Focus

By Rebecca Miller

I read this book yesterday while in an airport and on a short flight - I plan on reading it again soon and start working the bullet points at the end of each chapter.

The authors give us a story of two friends who want to expand their business opportunities and who are both struggling; one with too many contacts and one with not enough. They decide to start their new year figuring out a better way and their mentor teaches them through several basic lessons how to quit "networking" and start making connections that matter.

What I (re)learned from this story is that when we work with and cultivate relationships with people whose values we share, we enrich ourselves and others. Yes, we may become financially enriched, but just as important, we become emotionally and spiritually enriched.

Our lives are busy and full of commitments, that is why we need to focus on those few very important relationships in our lives. We need to be very particular with whom we are spending our time and energy (the inner circle), so that this time and energy is well-spent and yields dividends.

I would like to see an accompanying workbook or group materials based on this book. Just my .02.

R Miller

5 of 5 people found the following review helpful.

10 Inner Circle Exchangers Vs. 10,000 friends: Which would you choose?

By Bobbye Middendorf

In this engaging business fable, the new face of networking emerges: When you can be connected to anyone on the planet within "six degrees of separation," the potential for overwhelm is great. And getting actual business results in this numbers game turns out to be more smoke and churn than genuine opportunities. Starting with your business "why" is the crucial first step, one that grows and evolves with you and your business. This approach really resonates with me and affirms what I have experienced in more than 30 years in business. In our world of frenetic connecting, authors Melissa and Larry reveal the secrets for developing quality connections at a humane and highly productive pace. Fall in love with their 10 inspiring lessons from two masters of making connections that matter. Like the growing slow food and slow money movements, the

reality that a smaller number of quality connections makes a bigger difference in your life and results is way past due. A great story with potent lessons for connecting more deeply.

1 of 1 people found the following review helpful.

Great Book for a New Business

By Dr P.

Connections is the way of introducing New Products and New Ideas to the masses.

If you always do what you have always done...you will always get the same results.

If you need new results...try something new!!!

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