

Savvy Networking: 118 Fast & Effective Tips for Business Success

Andrea Nierenberg

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The Wall Street Journal called Andrea Nierenberg a 'networking success story'. She is a master at helping others build their interpersonal skills to create strong connections and build a solid network of business relationships and lifelong customers. Networking is the secret. In this her third book, Andrea breaks all the universal rules down into daily tips for effective networking--for all types of businesses from manufacturing to financial services, from technology companies to retailers. Her tips highlight the types of people who can be helpful to you professionally; offer easy-to-follow steps for transforming your business connections; approaching a room full of strangers comfortably; improving your communications skills; discovering the types of people you need in your network (and that may already be a part of your circle of contacts); and keeping track of your contacts. Learn networking techniques that capitalize on your natural abilities. In her frank, friendly style, Andrea's new book is a daily reminder of why networking must be a vital part of your business plan. Savvy Networking includes personal success stories throughout.



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