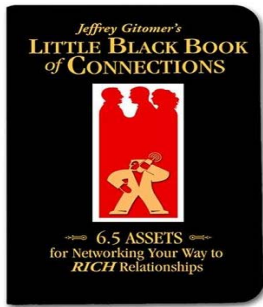


Recommended Reading

"Little Black Book of Connections" 6.5 Assets for Networking Your Way to Rich Relationships, 2006, Jeffrey Gitomer.



Everybody wants to connect, but not everybody knows how to connect. In this book, you'll find secrets uncovered, myths dispelled, and hundreds of ways to interact, connect, and score. You'll learn things like where to network for the best results, how to network once you get there, and how to follow up so that you capitalize on the connections that you have made.

This is a business book and a life book, not just a sales book. You will learn how to make the initial connection, how to capture the opportunity, and how to build rich relationships that last a lifetime.

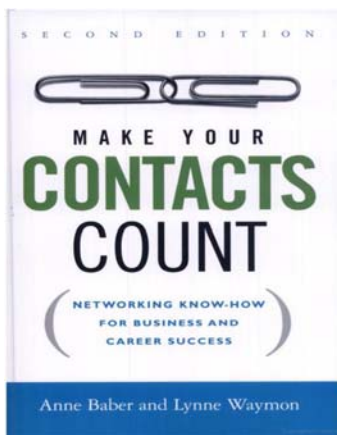
"Love is a Killer App" How to Win Business and Influence Friends, Tim Sanders, 2002.



Is love really all you need? Tim Sanders, director of Yahoo's in-house think tank, believes love is the crucial element in the search for personal and professional success. In *Love Is the Killer App* he explains why. Sander's advice is to be a "lovecat," which despite the cutesy moniker is his sincere and surprisingly practical prescription for advancement both inside and outside the office. It starts with amassing as much usable knowledge as possible, which he explains can be done by religiously carving out time to read and then poring through as many cutting-edge books in your field as possible. It follows with an emphasis on networking to the extreme. Sanders offers concrete suggestions, from compiling a super list of contacts to ensuring all are regularly stored in an always-accessible format. And he concludes by advocating a true mindset of compassion, which he says involves sharing this knowledge with those contacts and ultimately helping anyone who in one way or another may ultimately help you. Through identifiable anecdotes and specific recommendations, the book promotes an undeniably feasible yet decidedly offbeat

program that has worked for the author and could prove equally favorable for others who apply it.

"Make Your Contacts Count," Networking Know How for Business and Career Success, Anne Baber and Lynn Waymon, 2nd edition, 2007



Make Your Contacts Count is a practical, step-by-step guide for creating, cultivating, and capitalizing on networking relationships and opportunities. Packed with valuable tools, the book offers a field-tested "Hello to Goodbye" system that takes readers from entering a room, to making conversations flow, to following up. Updated from its first edition, the book now includes expanded advice on building social capital at work and in job hunting, as well as new case studies, examples, checklists, and questionnaires. Readers will discover how to:

- draft a networking plan
 - cultivate current contacts
 - make the most of memberships
 - effectively exchange business cards
 - avoid the top ten networking turn-offs
- share anecdotes that convey character and competence
 - transform their careers with a networking makeover

Job-seekers, career-changers, entrepreneurs, and others will find all the networking help they need to supercharge their careers and boost their bottom lines.