



The Complete Guide to Professional Networking: The Secrets of Online and Offline Success

Simon Phillips

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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 Complete Guide to Professional Networking shows you how to use both together for the most powerful results. The techniques and suggested strategies in this book are backed up by video interviews with some of the world's most successful networking experts.

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