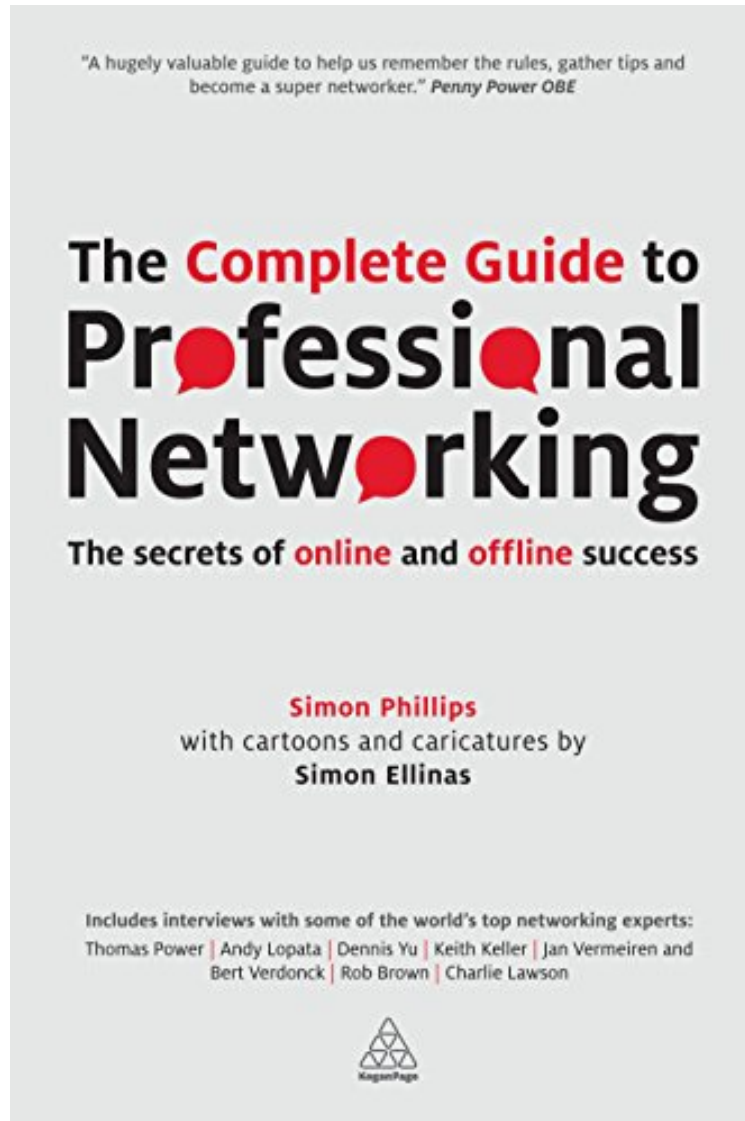


# The Complete Guide to Professional Networking: The Secrets of Online and Offline Success

*Simon Phillips*

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**Simon Phillips : The Complete Guide to Professional Networking: The Secrets of Online and Offline Success** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Complete Guide to Professional Networking: The Secrets of Online and Offline Success:

1 of 1 people found the following review helpful. Just when you thought you knew everything about networking...By Christopher W. Jones Simon has written a great book about networking. At first I was not quite sure what could be added to the plethora of material already out there but he has managed to pack in a massive amount of value and new

thinking into this book. As someone who is always looking for how I can use this Monday morning at 8:00 am, I found the Chapter 04 - How to work the room in five easy steps especially useful. It has already helped me look at going to networking events with a new perspective and renewed energy. Chapter 08 - The networking scorecard was also fantastic and a great way to introduce a KPI style accountability to your networking activities. Even if you have read every other book on Networking (which I probably have) pick this one up anyway as you will find it to be a great investment in both your time and your money. 0 of 0 people found the following review helpful. Average? By DarrenIngram\_dot\_com

Successful networking is a series of connections. Connections are critical. Yet this book just didn't connect to me. This is a very difficult book to review in many ways. It isn't a bad book. It is just not possibly an excellent book. It might depend on your experiences and familiarity with both sorts of networking. Yet it shouldn't. This reviewer is not a young person who has grown up with Facebook, LinkedIn and other social. Neither is he someone who spent most of his formative years with a typewriter and a telephone as his means of communications. The oh-so-witty caricatures annoyed from the very start. It is questionable whether they add anything of value to the book even though the artist is undoubtedly talented whereas this reviewer can have trouble drawing a straight line. Being overly fair, the book manages to give a good overview of the online networking world in 2014. How many people really need an introduction to Facebook, email and Twitter though is debatable. The advice and commentary given feels at the best basic, perfunctory and satisfying a bare minimum. At worst it feels at time written in a style that borders on the facile, the childish or the inane. It might really and truly boil down to just how you personally perceive this book, its style and its approach. A perfect candidate for a 'bookstore browser'. There is a need for a good book that looks at online social media venues from a business context, providing actionable information for today's ever-stressed executive. It just feels that this book comes up significantly short of the mark. Whilst the book's price won't break the bank, maybe some of the perceived shortcomings might not have been as obvious or as relevant if the book was half the price. Did it pass this reviewer's value for money or interest value test? Sadly not. For you it might be a goldmine and if you are in any doubt 'check it out'. It is just not a book you might run towards, even if you wouldn't necessarily run away from it. 0 of 0 people found the following review helpful. Perfect guide to networking By Linda Parkinson-Hardman

Before I write my review it's important for readers to know that I first came across Simes when a mutual friend said 'we must meet and chat'. We did, and as a result I provided a small amount of input into his new book, *The Complete Guide to Networking*, along with a host of other business networkers. If you talk to anyone who owns or manages a small business they will probably tell you that the majority of their sales come from people who have been referred to them, people who have bought before and people they have good solid relationships with. The question for every new business then is 'how can you develop the relationships that get you referral business on a regular basis?' And the answer is 'networking'. Whether it's online in the likes of Facebook, LinkedIn or Twitter; or in the real world ultimately it's people that buy products and services and therefore it's people we need to meet and connect with. What Simon's book does is take the wisdom of the crowd, in this instance from a whole panoply of networking experts across many different fields and present in a way that makes sense to someone starting out for the first time. That said, there are loads of hints and tips for the old hand too. I learnt all sorts of things when I read it for the first time such as how to really connect with people in the room and give myself the present of my presence. Even now I'm dipping in and out on a regular basis to remind myself of things I could do. If you are starting a small business, if you are an author starting out on book promotion or even if you need to find out more about clients for your employer then I'd suggest you spend some time with this book.

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.

"A hugely valuable guide to help us remember the rules, gather tips and become a super networker."