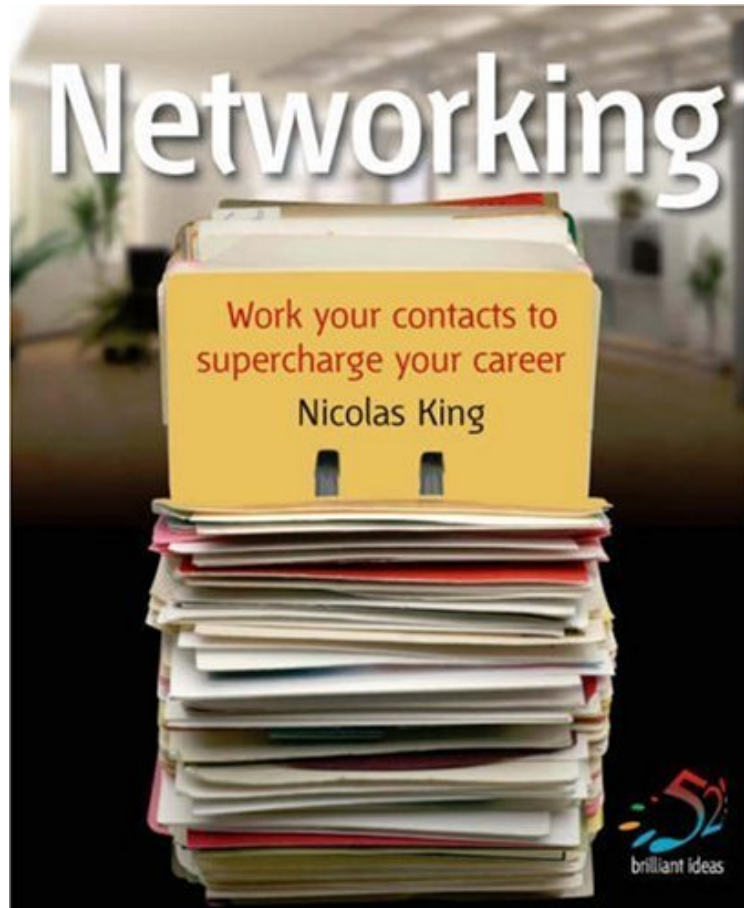


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Networking (52 Brilliant Ideas)

Nicholas King

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The Old Boy Network, real or imagined, is a powerful thing. Wouldn't it be great if you had access to all the right people and knew the right things to do and say to turn casual acquaintances into useful contacts? Imagine if you could use the names stored in your Rolodex to help you achieve your goal. Many hands may make light work, but knowing the right people is even more effective. With the help of the expert ideas and advice in Networking readers will discover how they can get more out of their contacts, both personal and professional. Learn how to cultivate existing

contacts, turn new friends into assets and ensure your address book is worth its weight in gold. No more sitting back waiting for things to happen on their own shy;ndash; with the help of Networking you'll be able to harness your contacts to help turn your plans into reality and find effective solutions to practically any problem - the sky really is the limit! Simply brilliant.

About the AuthorNicolas King is a specialist in entrepreneurial management and finance for early stage business. He has co- founded a high tech consultancy company and been a launch team member of a publishing venture. He has a BSc in Psychology from the University of London and an MBA from INSEAD, France. Nicolas has written several successful business titles include Corporate Venturing, Enterprise Express, and Exit Strategies.