

(Ebook pdf) Networking Is a Contact Sport: How Staying Connected and Serving Others Will Help You Grow Your Business, Expand Your Influence -- or Even Land Your Next Job

# Networking Is a Contact Sport: How Staying Connected and Serving Others Will Help You Grow Your Business, Expand Your Influence -- or Even Land Your Next Job

*Joe Sweeney*

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"I guarantee that you will see networking in a new light after reading this thoroughly engaging and highly entertaining book on what it means to network in today's competitive business climate."

—**Bill Perez**, former CEO of S.C. Johnson & Son, Nike, Inc., and Wm. Wrigley Jr. Company

## NETWORKING IS A CONTACT SPORT

How Staying Connected and Serving Others Will Help You Grow  
Your Business, Expand Your Influence—or Even Land Your Next Job



**JOE SWEENEY** WITH MIKE YORKEY

FOREWORD BY JACK CANFIELD, CO-CREATOR OF THE CHICKEN SOUP FOR THE SOUL SERIES

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**Joe Sweeney : Networking Is a Contact Sport: How Staying Connected and Serving Others Will Help You Grow Your Business, Expand Your Influence -- or Even Land Your Next Job** before purchasing it in order to gage whether or not it would be worth my time, and all praised Networking Is a Contact Sport: How Staying Connected and Serving Others Will Help You Grow Your Business, Expand Your Influence -- or Even Land Your

Next Job:

2 of 2 people found the following review helpful. It was okBy RyanSo, the information in this book was good. There didn't seem like there was a whole lot that was really spectacular, though. I had to buy this book for school, so I was expecting it to be much more in depth than it was. A lot of this information just seemed pretty basic; I feel like our professor could have just told us the important points from this book instead of making us go out and spend the fifteen dollars or whatever. In addition, it just didn't seem to be written all that well. The author kept on saying how didn't want to brag about his accomplishments, and yet the whole book was about his accomplishments. He just came off sort of conceited at times. To be fair, he did come to our school and speak, and I thought he came across much better in person than in writing. So would I recommend the book? If you can get it from your library, sure. I don't think it's worth spending money on, though. 1 of 1 people found the following review helpful. Great resource and guide for getting results with networkingBy CustomerI love this book. I read the whole thing yesterday, and enjoyed it immensely. The mentality that Sweeney has towards others, and his sense of humor and practical tips and explanations are very useful and give me a greater sense of confidence that I can be a successful networker. This book has great stories and the tone of the author throughout each chapter is engaging and humorous, hence why I finished it in a sitting I believe. I would buy this book for my younger brother, and my colleagues. 0 of 0 people found the following review helpful. A Timeless Resource - Purchased Multiple Copies as GiftsBy Fit4LifeI have purchased multiple copies of this book as a gift. It's a fast read, entertaining and highly applicable to networking in a sales environment or everyday life. Go Irish!

How did Joe Sweeney.....get Bob Costas to come to Milwaukee (in the middle of winter)?...become the "wingman" to the archbishop of New York City?...take Brett Favre's off-the-field income from \$65,000 to more than \$4 million? The answer is simple. Networking. Master networker Joe Sweeney shares his networking secrets from a long and successful career as a business owner, sports agent and executive and investment banking consultant. His first secret: master networkers are focused on giving, not getting. With today's difficult economy and uncertain workplace, networking has never been more important. Sweeney's simple but effective 5/10/15 networking plan will give you a leg up in the current job market, help you stay employed, or, if you've been laid off, find your next job. The cliché; that who you know is more important than what you know has never been truer. Sweeney illustrates his insights with dozens of helpful examples from his own life (along with a few fascinating insider sports stories). With special sections on networking for women and minorities, insights into the usefulness (and handicaps) of social networking sites, how to get (and why you need) a wingman and profiles of other master networkers, *Networking Is a Contact Sport* is a practical and essential guide for anyone who wants to get ahead in today's economy.

"Joe Sweeney is a most persistent and persuasive man. *Networking Is a Contact Sport* exemplifies the value of networking 'outside the box.' Bob Costas, Broadcaster "Joe Sweeney's networking skills helped to significantly increase my off-the-field income." Brett Favre, Three-time NFL MVP and Future NFL Hall of Famer "Joe Sweeney is right. Networking is one of the most crucial aspects of being successful in any workplace. Cultivating personal and business relationships both inside and outside of your workplace will lead to more contacts and greater opportunities." Bud Selig, Commissioner of Major League Baseball "Joe has taught me the value of having a 'wingman' in your life. I thank God and my Guardian Angel for protecting me, and having Joe watching out for me during my time in Milwaukee was a blessing, too." The Most Rev. Timothy Dolan, Archbishop of New York City "Joe Sweeney has grasped what it means to network in both the black and the white environment. If you follow the advice in *Networking Is a Contact Sport*, it will help you to transcend racial differences and succeed in any work situation." Ulice Payne, Businessman; Entrepreneur; and former President of the Milwaukee Brewers Baseball Club "When you think about it, life is all about relationships, both personal and professional ones. But relationships don't just happen by themselves. Many have to be pursued, and that's where Joe's book, *Networking Is a Contact Sport*, comes into play. A great read that proves that networking is hard work but well worth the while." Bill Perez, Former CEO of S.C. Johnson Son, Nike, Inc., and Wm. Wrigley Jr. Company "I teach Joe Sweeney's networking philosophy to all four thousand of our employees. I am reminded every day that they work. The Joe Sweeney way works." Bob Trunzo, Chief Operating Officer, CUNA Mutual Insurance "Broadcasting is a people business. Contacts, sources, connections, relationships—that's networking, and that's where Joe's expertise has helped me." John Anderson, ESPN SportsCenter Anchor "Joe Sweeney has shown that no matter your background, there are universal keys to successful networking." Virgis Colbert, Retired Executive Vice President, Miller Brewing Company; voted "Top 50 Executives in America" by *Ebony* and *Fortune* magazines "Joe's networking advice has helped me in recruiting for decades." Barry Alvarez, Athletic Director and former Head Football Coach at the University of Wisconsin "The concepts in *Networking Is a Contact Sport* have helped me in my post-Olympic years." Bonnie Blair, Five-time Olympic

Gold Medal Speed Skater "Networking Is a Contact Sport speaks volumes for the value of connecting with others. Joe Sweeney's principles will enhance your relationships, your business, your career, and your life." Robin Yount, Two-time Major League Baseball MVP "Practicing the networking skills that Joe Sweeney teaches in this book will give anyone from any walk of life the abilities they need to find their own personal success." Bo Ryan, Head Basketball Coach at the University of Wisconsin "Joe Sweeney taught me the networking skills necessary for me to succeed in the business world after my football career. Networking Is a Contact Sport details the lessons I learned from Joe as he helped me succeed both on and off the gridiron." LeRoy Butler, Former Green Bay Packer All-Pro Safety and Entrepreneur "Everything I know about the world of networking stems from Joe Sweeney's philosophy—networking truly is a place where you go to give, not to get. Joe's networking advice has helped us here at OneCoach." John Assaraf, President and CEO of OneCoach and New York Times bestselling author of The Answer "Joe Sweeney's networking ability helped put a spotlight on all Wisconsin sports." Gov. Tommy Thompson, Former U.S. Secretary of Health and Human Services and former Governor of Wisconsin "There aren't many people who have the heart and mind of Joe Sweeney, and there are even fewer who have his integrity. The ultimate coach, Joe wants everybody to win." Lesley Visser, Hall of Fame sports broadcaster and first female NFL analyst on TV "On the field or off the field, networking is a place where you go to give, not to get. If you follow the guidelines in Networking Is a Contact Sport, you will find success, regardless if you are a beginning entrepreneur or a CEO." Dan Jansen, Olympic Gold Medal Speed Skater "I preach Joe Sweeney's networking advice to all of my employees. I know that if they practice his rules of networking in our work environment, then our company will continue to enjoy success." John Shiely, Chairman of Briggs Stratton "Joe has nailed it! If I had met Joe when we were selling millions of copies of For Dummies books, I would have signed him to write Networking for Dummies. In this book, Joe gives you a gift that keeps on giving. Apply his principles and watch your business grow." John Kilcullen, Creator and Publisher of the For Dummies Series "The concepts in Networking Is a Contact Sport have helped Kohl's Department Store become a national powerhouse in the retailing industry." Larry Montgomery, Retired Chairman and CEO of Kohl's Department Store "Joe gives new and valuable insight to many of the concepts I offered up in my New York Times bestseller Never Eat Alone. Networking Is a Contact Sport is an outstanding tool for any person who wants to become a master networker." Keith Ferrazzi, CEO of Ferrazzi Greenlight