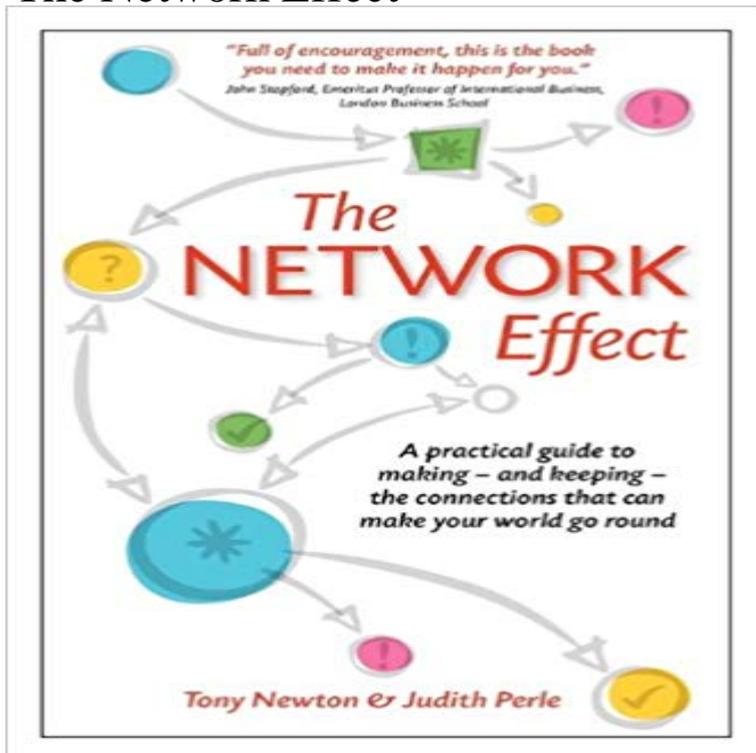


# The Network Effect



Whether you're an entrepreneur, a consultant, a jobseeker, in sales or business development, or simply want to move your career in the right direction, this book walks you through everything you need to know about connecting with other people. We can say that with certainty because it's been written as an extension of the interactive workshops that we've run for business schools, companies and other organisations since 2001. What The Network Effect offers is sound, proven and above all practical advice underpinned by an explanation of the relevant concepts. If you understand why something works as well as how, you have a far better chance of making it work for you. And that, in the final analysis, is our aim - to turn each and every reader into a better networker.

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