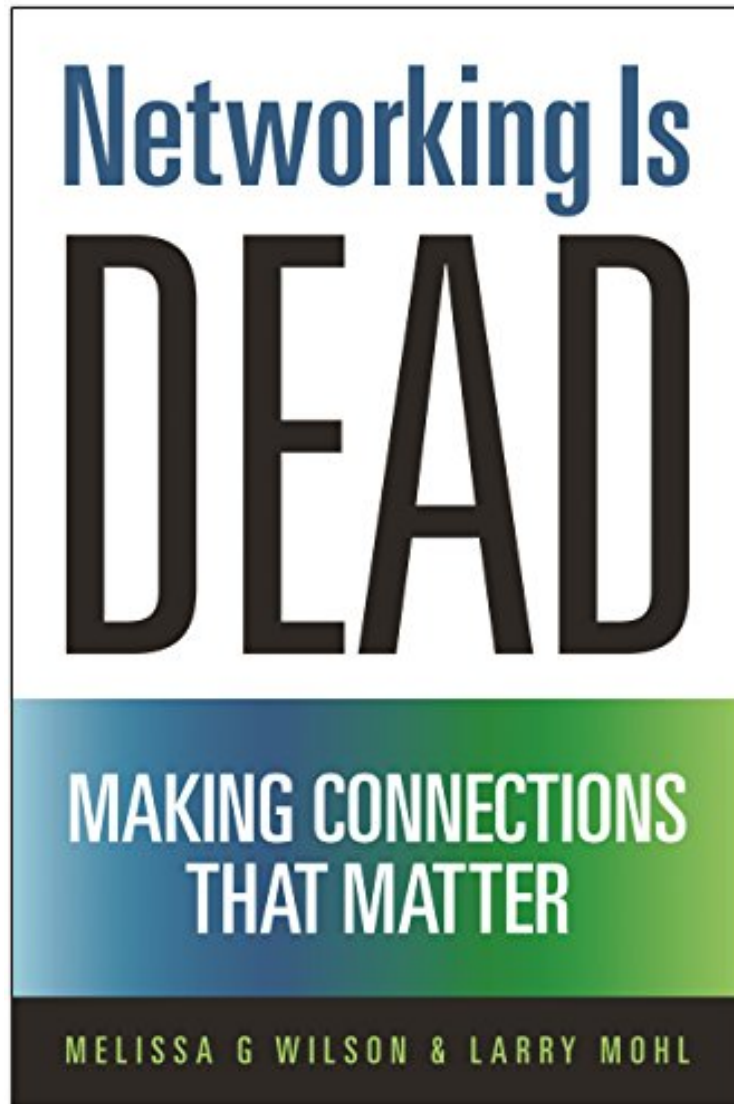


Networking Is Dead: Making Connections That Matter

Melissa G Wilson, Larry Mohl

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Melissa G Wilson, Larry Mohl : Networking Is Dead: Making Connections That Matter before purchasing it in order to gauge whether or not it would be worth my time, and all praised Networking Is Dead: Making Connections That Matter:

Are you hoping your next networking event will be the one you're collecting mountains of business cards? having countless breakfasts and lunches? thinking about what you give and get? Then your way of networking is dead. With social networks, teleconferencing, and webinars, you are able to meet more people in more ways than ever before. But

that doesn't mean you're creating new possibilities through valuable connections. *Networking Is Dead* offers a new approach to fundamental networking misconceptions. Authors Melissa G Wilson and Larry Mohl show it's the quality rather than the quantity of connections that counts. Their fable tells the story of connection expert Dan guiding Meredith, an outgoing social media expert, and Lance, a shy accountant, to build relationships that matter to them and their businesses. It shows an effective process that lets you:

- Deepen existing relationships and make meaningful new ones
- Connect across your own company to strengthen your business
- Find people with similar values to embark on mutually beneficial opportunities
- Leverage your connections instead of being overwhelmed by them

Networking Is Dead is an engaging story that provides easy-to-implement tips at the end of each chapter. This powerful combination of story and time-tested action steps provides a comprehensive roadmap to achieve even your toughest goals. *Networking is dead*, but making connections that matter will bring new possibilities to life for you and your organization.