

never eat alone

By Keith Ferrazzi with Tahl Raz

Your network is your net worth. **never eat alone** reveals how you can add to your personal bottom line with more intelligent networking and more significant relationships. It provides a detailed view of how people with no particular access can connect to those they want to meet. For many people who are good at connecting, this activity becomes a way of life.

Author **Keith Ferrazzi** believes that relationship building is a mind set. He credits his rise from a self described "country boy from south western Pennsylvania," to the chief marketing officer of Deloitte Consulting, and later Starwood Hotels and Resorts, as well as CEO of YaYa Media, to his realisation early on that "when you help others, they often help you."

The basis of this book is simple: networking and connecting is the way to success. What **never eat alone** reveals is why this is true, how people can network better - and enjoy it. Best of all, it does this in a fun, friendly, highly readable style. This "storytelling" style of his is literally storytelling - he's not interested in cold statistics or abstract concepts. Instead he tells stories about himself, his friends, and others of note that inform the reader. Through these stories he illustrates the power of networking and provides techniques for networking that are effective, yet easily understood.

never eat alone offers tips, suggestions, and strategies for navigating conferences, building your personal brand, attracting other connected people, mastering the art of small talk, finding mentors, and much more. Ferrazzi mixes simple advice and concrete steps, such as "don't keep score", "ping constantly", and "**never eat alone**" that leads readers down the path to improvement. In the book's "Connector's Hall of Fame Profiles," Ferrazzi explains how people like Eleanor Roosevelt and Benjamin Franklin improved their positions by forging deep relationships with others.

This book is a must have for anyone who thinks they know the rules of getting ahead. **never eat alone** convincingly makes the argument that the best way to become successful is to help everyone around you to be successful. "Connecting is a philosophy of life, a world view. Its guiding principle is that people, all people, every person you meet, is an opportunity to help and to be helped." Ferrazzi points out that success today is not about rugged individualism, but relationships: "business is a human enterprise driven and determined by people."

To encapsulate Ferrazzi's guidelines on "master connectors":

1. Decide who you want to meet to further your objective of accomplishing more.
2. Learn more about the person.
3. Find what you can do to help that person in an area where they care.
4. Develop a strategy to meet briefly face-to-face.
5. Share what you want to do to help when you meet.
6. Stay in touch with more ways to help.
7. Attend events that other master connectors attend and link into fields which are not naturally yours by becoming acquainted with these master connectors.
8. Study those who excel at all of the above.

If you keep in mind the sheer pleasure of making a difference as you do this, you'll soon be a superb connector. One recommendation is to undertake this on behalf of something you are passionate about such as a charity you support.

never eat alone draws a distinction between the activities of a "hyper-Rolodex-builder and business card counter who fails to grasp the nuances of authentic connecting and a true connector." To help make this distinction, Ferrazzi discusses openly his own networking mistakes as well as his relationship building successes. Through the book, he reveals the strategy he uses to effectively reach out to connect with his impressive list of friends, associates, and contacts.

"I've seen Keith Ferrazzi in action and he is a master at building relationships and networking to further the interests of an enterprise. He's sharing his playbook for those who want learn the secrets of this important executive art."

Dr. Klaus Kleinfeld, CEO-designate, Siemens AG

*"Keith has long been a leading marketing innovator. His way with people truly makes him a star. In **never eat alone**, he has taken his gift and created specific steps that are easily followed, to achieve great success."*

Robert Kotick, Chairman and CEO, Activision

"Keith's insights on how to turn a conference, a meeting, or a casual contact into an extraordinary opportunity for mutual success make invaluable reading for people in all stages of their professional and personal lives. I strongly recommend it."

Jeffrey E. Garten, Dean, Yale School of Management

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