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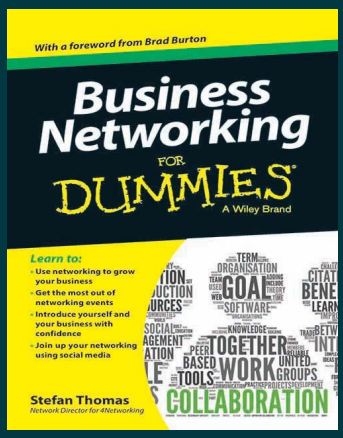

Business Networking for Dummies

By Stefan Thomas

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Description

Grow your business, build your career, find more customers and build a valuable support network of likeminded business people. Networking is a crucial skill for all professionals and business owners. Quite simply, it's a fast and effective way to build your business or career - and excellent networking skills will set you apart from the competition. Business Networking for Dummies shows you how to get the most out of networking - both online and offline.

With Business Networking for Dummies, you'll learn to:

• Use business networking to grow and develop your business

• Find the right platform or platforms to build your own network and â€˜assemble your crowd'

• Pitch yourself and your business with confidence

• Get the most out of face-to-face networking events - including valuable tips on presentation skills and sound bites!

• Join up your â€˜real life' and online networking

• Measure your networking success

• Follow up with new contacts successfully

About the Author

Stefan Thomas

Stefan Thomas is Network Director for 4Networking and a marketing and networking expert. He spends his days roving the 4N network and helping members get the best from 4Networking. He is a regular speaker at networking events and business trade shows.

Brad Burton

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