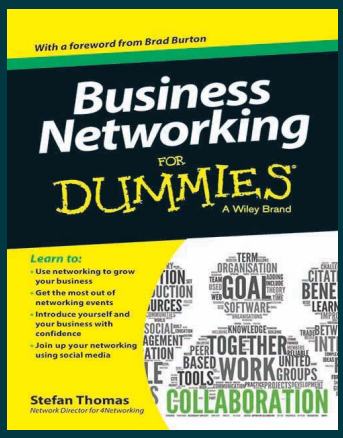
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Business Networking for Dummies

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

Table of Contents

Foreword

Introduction

Part I: Getting Started with Business Networking

Chapter 1: Getting to Grips with Networking Basics

Chapter 2: Exploring Different Aspects of Networking

Chapter 3: Setting (Realistic) Expectations

Chapter 4: Making Use of Networking Organizations

Chapter 5: Networking at Trade Shows

Part II: Face-to-face Networking

Chapter 6: Attending Networking Meetings

Chapter 7: Making Connections in Open Networking

Chapter 8: Nailing the Introductions Round

Chapter 9: Handling One-to-Ones

Chapter 10: Breezing Through the Ten-Minute Speaker Slot

Chapter 11: Following Up

Part III: Networking Online and Using Social Media

Chapter 12: Networking Online

Chapter 13: Using Social Media to Keep Relationships Alive

Chapter 14: Networking Using Different Social Media Platforms

Chapter 15: Joining Up Your Online and Offline Networking

Part IV: Turbo-charging Your Networking

Chapter 16: Using Networking to Build Your Business

Chapter 17: Building Networking into Your Business Strategy

Part V: Measuring Your Success

Chapter 18: Networking or Not working?

Chapter 19: Revisiting Your Approach

Part VI: The Part of Tens

Chapter 20: Ten Ways to Improve Your Networking Results

Chapter 21: Ten Networking Gaffes to Avoid

Index

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