



FINANCIAL TIMES **Guides**

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BUSINESS NETWORKING

HOW TO USE THE POWER OF
ONLINE AND OFFLINE NETWORKING
FOR BUSINESS SUCCESS

SECOND EDITION

HEATHER TOWNSEND

FT PUBLISHING
FINANCIAL TIMES

Praise for *The FT Guide to Business Networking*

‘Despite years of sales and training experience, when I first started Business Networking I found it really hard to do. Over the last five years, I have learnt a lot about networking; then I read this excellent, highly practical book, only to find out so much more about business networking. It is written in an easy to read, down to earth style that makes it simple to learn lessons (and there are loads of them). Even if you are an experienced networker (combining online and offline), I highly recommend you read this book.

‘If you are new to networking, nervous about or not getting enough results from your networking – you definitely need to buy this book.’

Jon Baker, business coach with Venture-now

‘If you ever thought face-to-face or social networking was difficult or would not work for you – think again! This book makes it easy and really shows why networking online and offline should be your first choice in how to do more business, more enjoyably than ever before. It should be your networking Bible!’

Bruce King, author of How to Double Your Sales

‘If you want to achieve workplace success, and build a strong personal brand, then business networking is critical. Take the first step to understanding and implementing networking strategies by reading Heather’s book!’

Dan Schawbel, author of Me 2.0 and founder of Millennial Branding, LLC

‘The most relevant, current and comprehensive guide to business networking available.’

Mick Holloway, co-founder of NetLinked

‘If business networking was an applied science, Heather Townsend’s book would be the curriculum, survival guide and roadmap to this often misunderstood aspect of life and business. Having studied and interviewed the UK’s and the world’s top thought leaders on the subject, coupled with her own practical experience, this book offers an objective overview, discussing business networking’s global principles, which are clearly laid out and explained.

‘Whether it be face-to-face, or making connections through Twitter, every aspect of connecting with others is uncovered and explained. Readers can hope to have a shifted perception about how they should view networking but, most importantly, to learn how to stop wasting time and invest in the actions which, further down the line, will lead to personal referrals or valuable connections – the end goal. This guide should be read by entrepreneurs, job seekers, employees at all levels and, in my opinion, high-school kids ready to take on the world. Nothing evangelical, easy-to-read, practical and highly recommended.’

David Stoch, director, Meerkat PR

Financial Times Guide to Business Networking, The

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