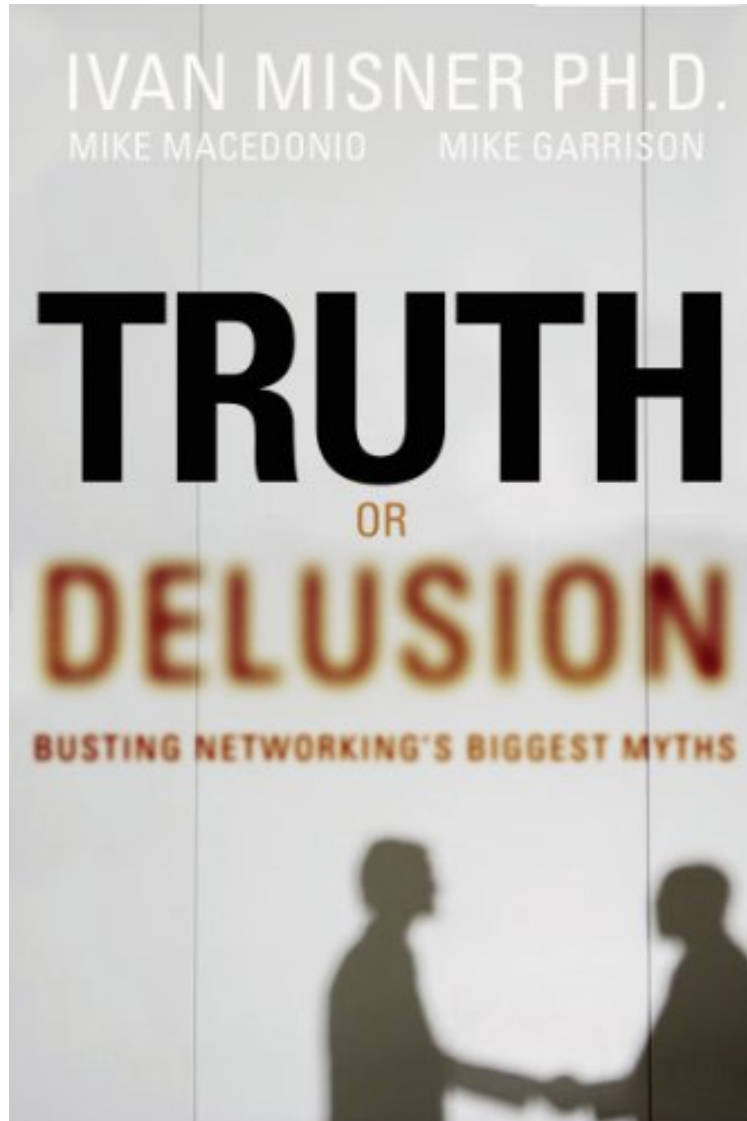


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Truth or Delusion?: Busting Networking's Biggest Myths

Ivan R. Misner

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0 of 0 people found the following review helpful. Excellent and InspiringBy sad customerVery informative and straight to the point. I particularly like the practical applications, they give me real "next step" action points to use in my everyday networking. I recommend this book to anyone who is interested in building relationships with people on all levels of social and economic influence. I chose this rating because it met my expectations and inspired me to use what I have learned from the information in this book.0 of 0 people found the following review helpful. Good Refresher on Business NetworkingBy Edward J. BartonA good book for anyone in business, and especially if you are

part of a business networking group like BNI. The book contains 49 common statements about business networking, like: *There is an unlimited supply of referrals* It's best to limit the number and types of networking groups you belong to *Your best source of referrals are your customers* And then discusses whether the statement is a myth or delusion and why. The book provides a great framework for learning and refreshing yourself on the fundamentals of business networking. A good, quick and informative read. 0 of 0 people found the following review helpful. Pretty good
By Brian Crist I liked it. Good, basic information from the king of networking. Anyone in sales should read this. Like any business or self-improvement book, you'll find some of the material to be unnecessary and even repetitive, but it's worth the few hours of time.

Many books teach the "who / what / where / why / how" of professional networking. Truth or Delusion separates the reality from the fantasy by presenting Truths and Delusions about networking and then shows why they are either real or fakes. For example: Delusion: The best way to ensure referral success is to treat your referral sources by the "Golden Rule." Treat them the way you would want to be treated. Truth: The best way is to treat your referral sources the way THEY want to be treated. The referral process is more about emotion than facts. Find out how your referral sources want to be treated and how they would like you to treat their referrals.

About the Author Dr. Ivan Misner is the Founder Chairman of BNI (Business Network Int'l.). Last year alone, BNI generated over 4.4 million referrals resulting in over \$1.7 billion dollars worth of business for its members. Dr. Misner's Ph.D. is from the University of Southern California. Called the "Father of Modern Networking" by Ecademy.com and the "Networking Guru" by Entrepreneur magazine, Dr. Misner is one of the world's leading experts on business networking. He has written eight books, including his New York Times bestseller Masters of Networking and his #1 bestseller, Masters of Success. He is a monthly columnist for Entrepreneur.com and is the Senior Partner for the Referral Institute. He has been featured in the L.A. Times, Wall Street Journal, and New York Times and on CNN, CNBC, and the BBC in London. Dr. Misner lives with his wife Elisabeth and their three children in Claremont, CA.