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## Smart Networking: Attract a Following in Person and Online: Network Smart So Don't Have to Network Hard

By Liz Lynch

McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, Smart Networking: Attract a Following in Person and Online: Network Smart So Don't Have to Network Hard, Liz Lynch, New Contacts, Greater Success, and Bigger Business The key to unlimited opportunities for your business starts with Smart Networking. This is the essential guidebook for building business relationships in a wired world. Business strategist Liz Lynch demystifies the process and puts strategic systems in place that build connections worldwide and attract opportunities 24/7. Packed with powerful strategies tested by years of experience, as well as real-life stories from the field, Smart Networking describes how to integrate face-to-face techniques with a strong online presence. You'll get low-cost marketing tools that are designed to expand your professional circle exponentially. Lynch will also help you to: Identify the gaps in your network and develop a plan to fill them Tap into existing contacts and master the art of the ask Increase visibility through speaking, e-zine publishing, and blogs Expand your reach with social networking tools Develop a winning mindset to guide all your networking activities.



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