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RELEASE

# STRATEGIC NETWORKING

- your guide to networking excellence

Beverley Brough  
Robyn Henderson  
Neen James  
Lynette Palmen AM  
Steve Semmens

Do you strive for networking excellence, or is networking an activity you only do sometimes? This book will give you reasons, benefits and systems to enable you to understand that networking is a life skill, not just something you do when you want something. It will show you how to improve your networking results from ordinary to extraordinary.

### AUTHORS:

Beverley Brough  
Robyn Henderson  
Neen James  
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# Is your networking strategic?

Do you strive for networking excellence, or is networking an activity you only do sometimes? This book will give you reasons, benefits and systems to enable you to understand that networking is a life skill, not just something you do when you want something. It will show you how to improve your networking results from ordinary to extraordinary.

Whether you are a beginner or an advanced networker, this book provides clear tips and tactics for career building, business development and forging personal connections PLUS:

- Forensic networking – what it is, and how and why it works
- Understanding cultural differences when you network
- How to escape your career rut and network your way to your next promotion or career move
- How to network via a virtual trade mission
- How to build a direct marketing business through networking
- Creating and developing relationships
- How to set up a network in a new area from scratch
- Keys to forming successful informal strategic alliances
- How to work with like-minded people and avoid the ones you don't like
- How to network your way to your next board appointment

Contributing authors *Beverley Brough, Robyn Henderson, Neen James, Lynette Palmen* and *Steve Semmens* are master networkers who outline their systems and approaches for taking your networking to the next level. After reading this book, you will have all the tools you need to network your way to success – anywhere.

Get the networking edge today!



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