



Your Network Is Your Net Worth: Unlock the Hidden Power of Connections for Wealth, Success, and Happiness in the Digital Age

Porter Gale

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An internationally known public speaker, entrepreneur, and marketing executive shares practical, up-to-date tips for mastering the skills of networking.

Networking doesn't have to be that frenzied old-school game of calendars packed with stuffy power lunches and sterile evenings at community business gatherings. We've entered a new era, one in which shifting cultural values and the explosion of digital technology enable us to network in vastly more efficient, more focused, and more enjoyable ways.

A fresh take on *How to Win Friends and Influence People*, *Your Network Is Your Net Worth* is an entertaining, straightforward guide filled with revealing case studies, hands-on advice, and innovative strategies for building your network. Written by sought-after speaker, entrepreneur, and marketing executive Porter Gale, with a foreword by Apple evangelist and bestselling author Guy Kawasaki, this book shows you how to establish, expand, and nurture your connections both online and off.

New ways to network are popping up every day—and Gale tells you how to make the most of them—but even traditional networking opportunities are not the same animals that they once were, and we need to shift our attitudes and approaches accordingly. Networking has evolved from a transactional game to a transformational process. Whereas once it was about power plays, now it's about charting your own course, following your passions, and making meaningful connections, which in turn increase your happiness and productivity.

In addition to chronicling her own rise from an ad agency intern to an in-demand consultant, Gale also shares the inspiring stories of so many others who live by this networking model: a military wife who connects with social media communities while her husband is deployed overseas, a young woman blogger battling leukemia, a dyslexic politician who wins elections by telling stories, and the CEO of a Major League Baseball team who once made a phone call that changed the course of his life. When you focus on your passions and reorganize your networking around your values and beliefs, you will discover the kind of lasting relationships, personal transformation, and, ultimately, tangible wealth that are the foundation for happiness and success. With a message both timely and important, *Your Network Is Your Net Worth* is the definitive handbook to Networking 2.0.

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