



About

- book +
- mind map +

1. The Mind-Set

- 1. Becoming a Member of the Club +
- 2. Don't Keep Score +
- 3. What's Your Mission? +
- 4. Build It Before You Need It +
- 5. The Genius of Audacity +
- 6. The Networking Jerk +

2. The Skill Set

- 1. Do Your Homework +
- 2. Take Names +
- 3. Warming the Cold Call +
- 4. Managing the Gatekeeper - Artfully +
- 5. Never Eat Alone +
- 6. Share Your Passions +
- 7. Follow Up or Fail +
- 8. Be a Conference Commando +
- 9. Connecting with Connectors +
- 10. Expanding Your Circle +
- 11. The Art of Small Talk +

3. Turning Connections into Compatriots

- 1. Health, Wealth and Children +
- 2. Social Arbitrage +
- 3. Pinging - All the Time +
- 4. Find Anchor Tenants and Feed Them +

4. Trading Up and Giving Back

- 1. Be Interesting +
- 2. Build Your Brand +
- 3. Broadcast Your Brand +
- 4. The Write Stuff +
- 5. Getting Close to Power +
- 6. Build It and They Will Come +
- 7. Never Give In to Hubris +
- 8. Find Mentors, Find Mentees, Repeat +
- 9. Balance is B.S. +
- 10. Welcome to the Connected Age +