



# Networking Is Not Working: Stop Collecting Business Cards and Start Making Meaningful Connections

*Derek Coburn*

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Over the last few decades, networking has devolved into an endless series of cattle call events full of open bars and closed fists. Perfect strangers, after a long day at the office, agree to show up and bump into each other, randomly exchanging business pitches for business cards. Needless to say, traditional networking isn't working anymore. For successful 21st century business people, large networking events and the mountains of business cards they produce have become a waste of time and valuable resources. It's time for a new, modern approach to networking. Born out of author Derek Coburn's frustration with having spent thousands of fruitless hours attending traditional networking events, this book offers fresh, effective, unconventional strategies for growing and nurturing a powerful network. These strategies grew Coburn's revenue by 300% in just 18 months and can have a major impact on your business. You will learn how to: - Become the Ultimate Connector - Become the Ultimate Resource - Identify and develop relationships with world-class professionals - Enhance the value you deliver for your best clients - Position yourself for more quality introductions to ideal prospective clients Once you implement the networking strategies in this book, the quality of your clients, your business, and your life will improve dramatically.

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