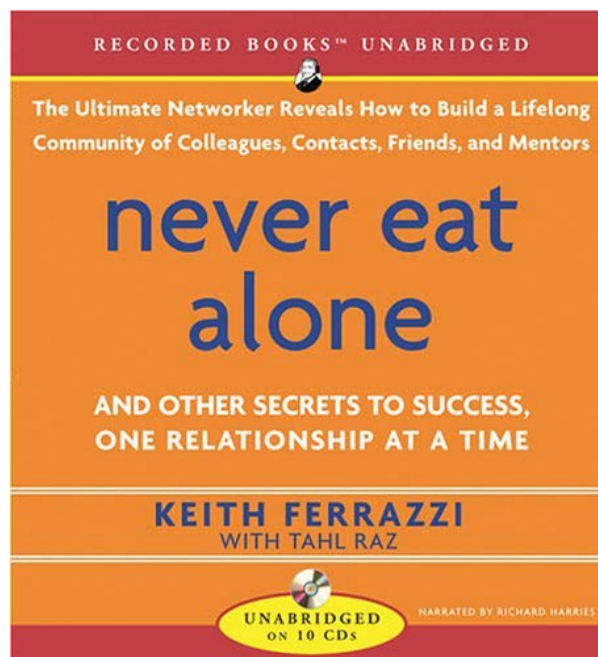


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- Binding: Audio CD

## Most helpful customer reviews

1 of 1 people found the following review helpful.

interesting read

By bleuSD

I was looking for a book on networking and after reading both the positive and negative reviews, decided to go with this book. After finishing the book, I will say that I am surprised by it- in both a good and bad way. Let me explain...

The author has built his career in marketing. He has held the CEO position for a number of companies he's worked at. This book is more suited to those with the same professional background or those who have similar career aspirations. This is no regular book on networking but more like a book on power-networking. I do not have that kind of background or plan to have a career anywhere close to his or pursue a career in that field so some of his advice is not for me. Being an introvert, some of his advice I won't be able to easily do, too. (So if you are an introvert, you may need to get another book but this book does have some valuable pieces of advice).

After getting through almost half of the book, I did feel like a lot of the contents would not be applicable to me. I did keep an open mind and kept reading. I'm glad I did. In the second half of the book I did find a lot more that I could apply to or adapt to my own life. I think that's what's important to keep in mind when reading this book--think of how you can adapt his ideas into your own life. I am only at the entry-level in my professional career but some of his advice like expanding your network via dinner parties and not keeping score when asking someone a favor or doing someone a favor are great pieces of advice that I can implement in my life.

0 of 0 people found the following review helpful.

Very Intriguing Insight

By Michelle Russo

In *Never Eat Alone: And Other Secrets to Success, One Relationship at a Time*, Keith Ferrazzi teaches people how to build lifelong relationships that will bring them success and get them ahead in the world of business. This book is aimed toward college students and graduates who are looking to further, or maybe even start, a career in business. Besides writing this book, Ferrazzi gets his point across to people through lectures at colleges and grad schools. It is a valuable book because there are methods to learn in it that are not taught in a standard classroom. His book is divided into four main sections each aimed toward teaching the reader different skill sets: The Mind-Set, The Skill Set, Turning Connections into Compatriots, and Trading Up and Giving Back. Ferrazzi supports all of his arguments very well by using real life examples

from his own experience and by adding stories about famous people at the end of some of the chapters to further confirm his advice.

In the Mind-Set portion of his book he teaches readers how to become a member of the “club” and then he discusses his “Networking Action Plan”: a way to write down and accomplish specific goals. Ferrazzi did a good job of relating to the average person by telling his back story. He grew up in a working class family and first observed the higher classes while he was a caddy at a country club. He connected with the common people reading his book. Ironically enough, this is a book about connecting with people which he is so clearly good at. Ferrazzi’s explanation of his observations during this time is very descriptive, showing the readers what they should be doing. His discussion of his “Networking Action Plan” was also very helpful as well. He outlines a specific way to write your plan in order to make it simple to connect and succeed. Ferrazzi is clear and concise and does not leave the reader with any questions about what to do.

The Skill-Set section mainly discusses how to connect with people, what to do when connected, and how to follow-up. According to Ferrazzi, the key to success in anything is to follow-up, an action that many people may overlook without Ferrazzi’s information. Ferrazzi has tons of contacts in his network that he would not have known without following up. They range from John Pepper, a CEO that Ferrazzi had researched and found out he had also gone to Yale and had known a mutual friend, to Arnold Palmer, the well known golfer. Ferrazzi doesn’t just say to make connections with people; he is incredibly helpful and specifically lists people that can be connectors: relatives, current colleagues, neighbors, people in your religious congregation, and many more.

Turning Connections into Compatriots is about what to do when following-up with people results in them being in your network. Ferrazzi talks a great deal about dinner parties and their importance to him. He lists number of guests to invite, where they should be seated, and how to have a beautiful setting. Ferrazzi gives tips on how to host the best dinner party and to gain the friendship, and hopefully business, of everyone invited.

In the final section, Trading Up and Giving Back, Ferrazzi explains the importance of being interesting and memorable. He teaches readers to build their brand by one of his sayings: “be distinct or extinct” (226). Basically, Ferrazzi says there are tons of people in the world who want to become CEO’s and in order to succeed, you need to be different. As the title of his book says, never eat alone. Be out of the ordinary and persistent in connecting to the people you need to, and want to, connect to.

Ferrazzi is a credible and resourceful source for any person looking to expand their network. He provides insight into how to get this done and his life is proof that it is possible. He is very successful with these methods. Ferrazzi was CMO at Deloitte Consulting and CEO at YaYa Media and he is now founder and CEO of Ferrazzi Greenlight. The network of people that he has connected to, span across the country and they are the reason for his success. Without other peoples help, we are nothing. This book is very engaging and enjoyable, I personally found myself losing track of time reading it. I would definitely recommend it to anyone looking to expand their network or even anyone remotely interested in the unknown aspects of the business world.

1 of 1 people found the following review helpful.

This Should Be a Networking Bible

By Michelle Benoit

A friend recommended this book for her book club. I've never been good at networking and figured why not learn as much as I could. This book was perfect for the "beginner" networker who has no idea where to start. Several of Keith's points resonated with me.

Point one: help other people! There's an old expression I've heard that you should be good to the people on your way to the top because they're the same people you'll pass on your way back down. Truer words have never been spoken. I've learned the hard way that when it comes to getting a job or a client, it has nothing to do with what you know but WHO you know. Keith's book addresses that issue. He points out that you should

help other people in any way you can even if there's nothing in it for you. If you have two friends who could use each other's help, introduce them to each other. If an acquaintance approaches you and asks if you know of anyone hiring, call up your contacts and see how you can be of help. Yes, you may not know that person well but think about what happens if they get the job. They in turn may be able to help you influence a potential client. It's all about paying it forward with significant dividends.

Point two: remember people's birthday! Yes, it might sound juvenile but believe it or not, people actually DO care that you remembered their birthday. It touches their soul more than they care to admit. Keith recommended that when you meet someone ask them for their birth month and day (no year necessary). Technology makes it so simple for you to keep track and actually pops up a reminder on that day. You don't necessarily need to buy flowers or anything expensive, a simple card in the mail, email or phone call will do wonders.

Point three: timing is everything! After one of Keith's speaking engagements, several people approached him to say thank you or what not. When he got back to his hotel room an email was already waiting for him. It was from one of the guys who had approached him after his speech. Keith pointed out that plenty of thoughtful emails had streamed through his inbox over the next couple of days, but he remembers the very first one he received.

Those three are only the tip of the iceberg in what is covered in Keith's book. Again, it's honest advice that you can apply tomorrow for use in the real world. You don't have to be rich or influential in order to benefit from Keith's advice, you just have to want to be personable. **GET THIS BOOK!!!!**

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