

This book is for business people wanting to increase their business through referrals. Authors Dr. Ivan Misner and Brennan Scanlon are experts in the area of business networking. Their careers have focused on teaching entrepreneurs, business owners, and sales people how to build and leverage professional referral networks. Their combined fifty years of experience and ideas have been funneled directly into this book. In *Avoiding the Networking Disconnect*, they share their networking insights, providing you with stories, statistics, and strategies for creating more sales through a tried-and-true approach that champions connections rather than competition. At the heart of this approach are the “three Rs.” Similar to the three Rs of education (reading, writing, and arithmetic), the three Rs of business networking—relationships, referrals, and results—must be consistently cultivated to avoid the networking disconnect. The book provides you with the five steps for building and maintaining strong business networks—steps that go far beyond just showing up at events and passing out your business cards! It will take some effort, and the process won’t always flow smoothly, but with the aid of *Avoiding the Networking Disconnect*, you’ll soon be reaping the generous benefits of a business approach based on sharing and trust.

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