



Make Your Contacts Count: Networking Know-How for Business and Career Success

By Anne Baber, Lynne Waymon

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Make Your Contacts Count is a practical, step-by-step guide for creating, cultivating, and capitalizing on networking relationships and opportunities. Packed with valuable tools, the book offers a field-tested "Hello to Goodbye" system that takes readers from entering a room, to making conversations flow, to following up. Updated from its first edition, the book now includes expanded advice on building social capital at work and in job hunting, as well as new case studies, examples, checklists, and questionnaires. Readers will discover how to:

- * draft a networking plan
- * cultivate current contacts
- * make the most of memberships
- * effectively exchange business cards

- * avoid the top ten networking turn-offs

- * share anecdotes that convey character and competence

- * transform their careers with a networking makeover

Job-seekers, career-changers, entrepreneurs, and others will find all the networking help they need to supercharge their careers and boost their bottom lines.

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“Anne Baber and Lynne Waymon have been teaching, preaching and writing books about networking for fifteen years. Their book, *Make Your Contacts Count*, is without a doubt the Networking Manifesto.”

-Executive Insider e-Newsletter

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