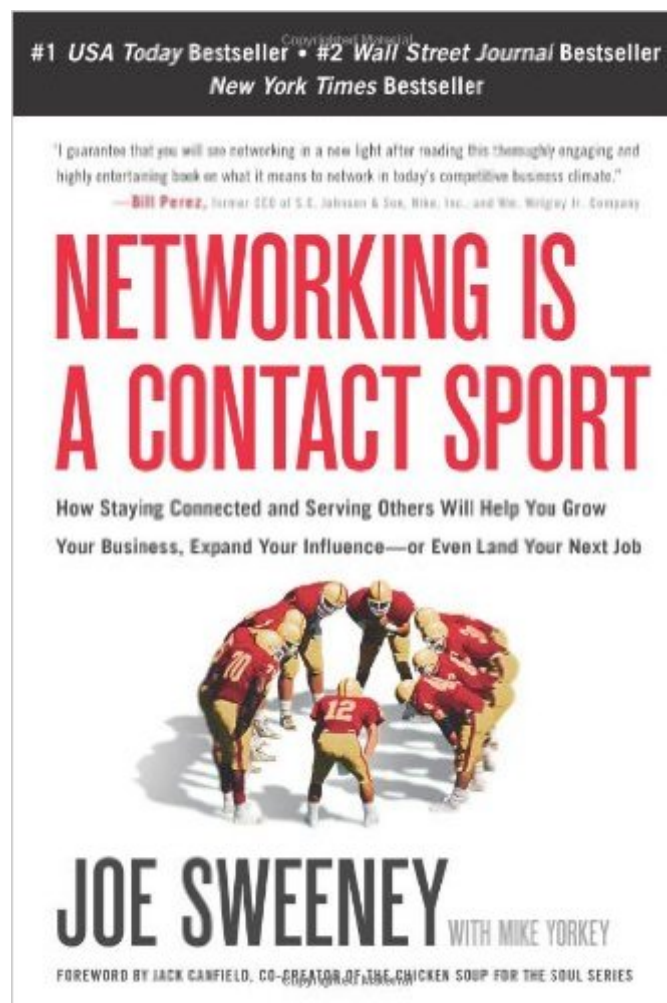


The book was found

Networking Is A Contact Sport: How Staying Connected And Serving Others Will Help You Grow Your Business, Expand Your Influence -- Or Even Land Your Next Job



Synopsis

How did Joe Sweeney.....get Bob Costas to come to Milwaukee (in the middle of winter)?...become the "wingman" to the archbishop of New York City?...take Brett Favre's off-the-field income from \$65,000 to more than \$4 million? The answer is simple. Networking. In this New York Times, Wall Street Journal, and USA TODAY bestseller, master networker Joe Sweeney shares his networking secrets from a long and successful career as a business owner, sports agent and executive and investment banking consultant. His first secret: master networkers are focused on giving, not getting. With today's difficult economy and uncertain workplace, networking has never been more important. Sweeney's simple but effective 5/10/15 networking plan will give you a leg up in the current job market, help you stay employed, or, if you've been laid off, find your next job. The cliché that who you know is more important than what you know has never been truer. Sweeney illustrates his insights with dozens of helpful examples from his own life (along with a few fascinating insider sports stories). With special sections on networking for women and minorities, insights into the usefulness (and handicaps) of social networking sites, how to get (and why you need) a wingman and profiles of other master networkers, *Networking Is a Contact Sport* is a practical and essential guide for anyone who wants to get ahead in today's economy.

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Customer Reviews

Have you ever thought what you might do if you lost your job today? If you haven't, I invite you to think about that for a second... Asking you to think about such a thing, goes against my belief, since

I like to consider myself an eternal optimist. But I recently faced that exact situation in late July and was forced to figure what my next move would be. Should I work as many angles as possible to "re-land" the job I was set to take in early August? Should I go back to the place I just submitted a letter of resignation to and beg for my job back? Thanks to Joe Sweeney, I found out the answer was to NETWORK. I put in my order for *Networking Is A Contact Sport*, following a recommendation from a close friend, without even knowing I would be jobless in an instant. The week my job fell through, I received my copy and began reading. Joe Sweeney's book was a life changer and renewed my confidence and optimism in life. While reading *Networking Is A Contact Sport* I felt every word resonating in my life, both past and present, as well as what I hope for in the future. The chapter titled, "The Difference Between Networking and Not Working is Just One Letter" especially offered great insight considering what I was experiencing. Within a week of reading *Networking Is A Contact Sport* and incorporating Joe's "5-10-15 Program" I already had three interviews scheduled for careers that interest me. I was proactive in my networking, all while keeping in mind Joe's approach of "giving, not getting." People thought I was crazy for not creating an account, a career website and/or applying for any job under the sun. Joe's book has become my Career Playbook that has allowed me to hone in on my abilities, talents, and restore confidence.

I think some of you will really enjoy this book, while others will have a mixed opinion like me. We read this in our business book group and the rest of the group seemed to really like it. Here's a few things I didn't like about it. First, the author's platform speaks to the fact that in order to truly be effective as a networker you need to look at the process as helping people rather than getting something out of it for yourself. I have no problem with this, in fact I find this works well in business (and life.) However, he then uses an example where someone called him up after losing his job and rather than help the guy the author preached to him about the importance of networking properly. He had an opportunity to do exactly what he says we all should do and instead showed little compassion. He goes on to say that he realized the guy was hurting and it made him think about how he handled it, but then ends the segment with "and the guy is still unemployed today," as a parting shot. I was really turned off by this. I have no doubt that this author is probably a friendly, likable guy. However, he seems a bit out of touch with the way people really live. He talks about days where his income wasn't very much, and the figure he throws out is higher than anyone else I know. If he thinks he "struggled" at any point in his life, it is obvious he doesn't know the meaning of the word. His tips for networking with the 5/10/15 rule are solid, however, and I think he makes good points with how to connect with people. He falls short when it comes to the social networking end of

things. He seems to think things like Linked In, Twitter, and Facebook aren't very useful, and as a business person myself I disagree.

. NETWORKING IS A CONTACT SPORT (BenBella Books) by Joe Sweeney is written by a master networker . . . it hooked me right from the beginning when the author told the story about how he was an eight-year-old boy, he walked into Coach Ara Paraseghian's office to help his older brother gain a spot on the Notre Dame football team. I figured if anybody can do this, then he could tell me a thing or two about how to connect with others--and he did . . . this book had lots of other great stories, as well as many useful tips that could be used by anybody looking to both develop and use contacts. For example: * Looking for a sure-fire way to bond with someone you want to get to know better or show a customer you really care? Go to his kid's ball game. There's something about standing on the sidelines or sitting in the bleachers together that creates a shared moment between the two of you. I still haven't forgotten the time when a well-connected Milwaukee CEO, John Arlotta, and his wife, Bobbie, came to Conor's high school football game when the championship was on the line. That happened seven years ago, but every time I think of John, I remember how we cheered on the exploits of Conor together. It was a great bonding experience. I also liked the fact that Sweeney's advice doesn't require a lot of money to follow . . . sometimes, it can involve something as simple as going to eat lunch with others: * Being willing to break bread with your colleagues will strike up all sorts of interesting conversations that could prove fruitful down the road. You'll learn who they are, and they will get to know who you are.

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