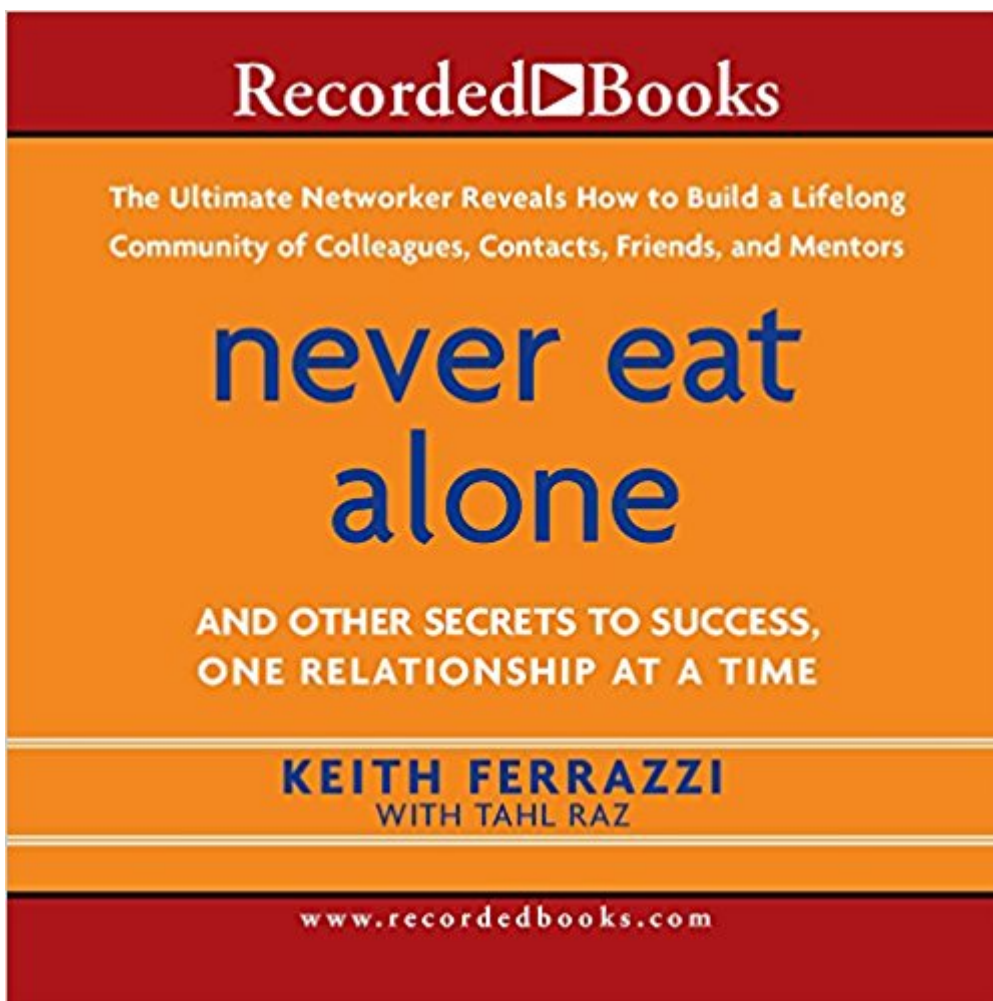


The book was found

Never Eat Alone



Synopsis

Keith Ferrazzi's techniques have earned universal praise for their ingenuity, their ease of applicability, and-most importantly-their effectiveness. The key to success in both life and work, Ferrazzi convincingly argues, is building solid relationships. But what distinguishes Ferrazzi's approach from other networking strategies is the emphasis on helping others so they might help you. It's not enough to ask a favor when you need one. To build meaningful relationships that will be mutually beneficial, you must maintain constant contact with the friends and associates who matter to you. *Never Eat Alone* is revolutionary-an instant classic destined to change the business landscape forever.

Book Information

Audio CD

Publisher: Recorded Books; Unabridged edition (August 30, 2005)

Language: English

ISBN-10: 1419359827

ISBN-13: 978-1419359828

Product Dimensions: 5.2 x 1.6 x 5.8 inches

Shipping Weight: 10.4 ounces (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars 601 customer reviews

Best Sellers Rank: #984,159 in Books (See Top 100 in Books) #84 in [Books > Books on CD > Parenting & Families > Interpersonal Relations](#) #163 in [Books > Books on CD > Business > Career](#) #278 in [Books > Books on CD > Business > Management](#)

Customer Reviews

The youngest partner in Deloitte Consulting's history and founder of the consulting company Ferrazzi Greenlight, the author quickly aims in this useful volume to distinguish his networking techniques from generic handshakes and business cards tossed like confetti. At conferences, Ferrazzi practices what he calls the "deep bump" - a "fast and meaningful" slice of intimacy that reveals his uniqueness to interlocutors and quickly forges the kind of emotional connection through which trust, and lots of business, can soon follow. That bump distinguishes this book from so many others that stress networking; writing with Fortune Small Business editor Raz, Ferrazzi creates a real relationship with readers. Ferrazzi may overstate his case somewhat when he says, "People who instinctively establish a strong network of relationships have always created great businesses," but his clear and well-articulated steps for getting access, getting close and staying close make for a

substantial leg up. Each of 31 short chapters highlights a specific technique or concept, from "Warming the Cold Call" and "Managing the Gatekeeper" to following up, making small talk, "pinging" (or sending "quick, casual" greetings) and defining oneself to the point where one's missives become "the e-mail you always read because of who it's from." In addition to variations on the theme of hard work, Ferrazzi offers counterintuitive perspectives that ring true: "vulnerability... is one of the most underappreciated assets in business today

Ferrazzi grew up in rural Pennsylvania, the son of a steelworker and a cleaning lady, yet his ability to connect with others led to a scholarship at Yale, a Harvard MBA, and a prestigious partnership at Deloitte Consulting. His skills at creating and maintaining a network of contacts are nothing short of those of a serious presidential contender. All business hopefuls seek to enter a sphere of players more powerful than themselves, and Ferrazzi says that sometimes all it takes is asking. The book is dense with suggestions. Seek out mentors to guide you and introduce you to the people you need to know and then become a mentor yourself. Use your initial conversation to show the other person what you have to offer them, and never keep score. Make others feel important by remembering their names and birthdays. And don't be afraid to open up and show vulnerability--it's a great icebreaker. Ferrazzi presents a whirlwind of ideas to widen your circle of contacts that goes way beyond the usual stale concepts of "networking." David Siegfried Copyright © American Library Association. All rights reserved --This text refers to an out of print or unavailable edition of this title.

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 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.

Overall this was a great book. That being said I think it comes up short in two key areas. 1- the analogies and examples are sometimes dated, laughable or flat out weird. 2- I have studied value networking before and this book doesn't go as deep into it as I would have liked in terms of actual strategies, tactics and techniques. It covers the general philosophy well but leaves wanting in ways to actually implement it. That being said it does have some very interesting points and tips that I didn't expect, and if you apply what the book says you will no doubt improve your life and become more successful in every meaningful way. Overall a recommend book, it's just not the classic I expected it to be.

Excellent read! This book gives you great ways to build relationships and grow your network. I have used some of the strategies in my relationships and the strategies have been very successful.

The author claims he does not schmooze famous/rich people in order to get some of what they have to rub off onto him. I feel that is exactly what he is doing. On the positive side he is also advocating schmoozing all people he come into contact with. I have a hard time reading about how he met so and so and took such and such to lunch. But the fact that he uses those contacts to his advantage may be helpful if handled properly. The key is 1) not to use people till they are tired of you and 2) consider the value of those that may not fall into the "ritzy" category. It reminds me of a song I learned many years ago in Girl Scouts, "Make new friends, but keep the old. One is silver and the other gold." To sum it up, I would not have read this book unless it was required for a college class but find there are a few gems buried inside.

I wish I had this book when I started my career. Keith Ferrazzi does an amazing job of not only highlighting the importance of networking and building a personal network of contacts, but gives you actionable suggestions that anyone can use. If you are already good at networking, this book will help you become better. If you are nervous and don't know how to even start, it will help you there as well. I am recommending this to anyone who wants to get better at developing a personal network and advancing their careers or personal interests.

I had the opportunity to hear the author speak, and following his very interesting and enlightening presentation, decided to buy the book. As with most authors, the presentation given largely

paralleled the book, and both were worth the time. Ferrazzi overcame what would for many people appear to be near insurmountable odds to become a master networker and a professional with an Ivy League education and a Rolodex that would be the envy of most executives. The book explains many of his approaches - and the fundamental one that resonates best with this reader is that you will do better when you figure out how to make others more successful and connected than you do by driving your own agenda. As noted by many of the other reviewers, nothing here is overly shocking or groundbreaking. Yet, it is well written, concise, and peppered with anecdotes and stories that bring the techniques to life. It also bears mentioning that the approaches - when used with this reader - can range from endearing to enraging. I am not a huge fan of the telephone ambush or the hyper persistent pest. However, the book will provide valid techniques, tactics and give comfort to the novice networker.

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