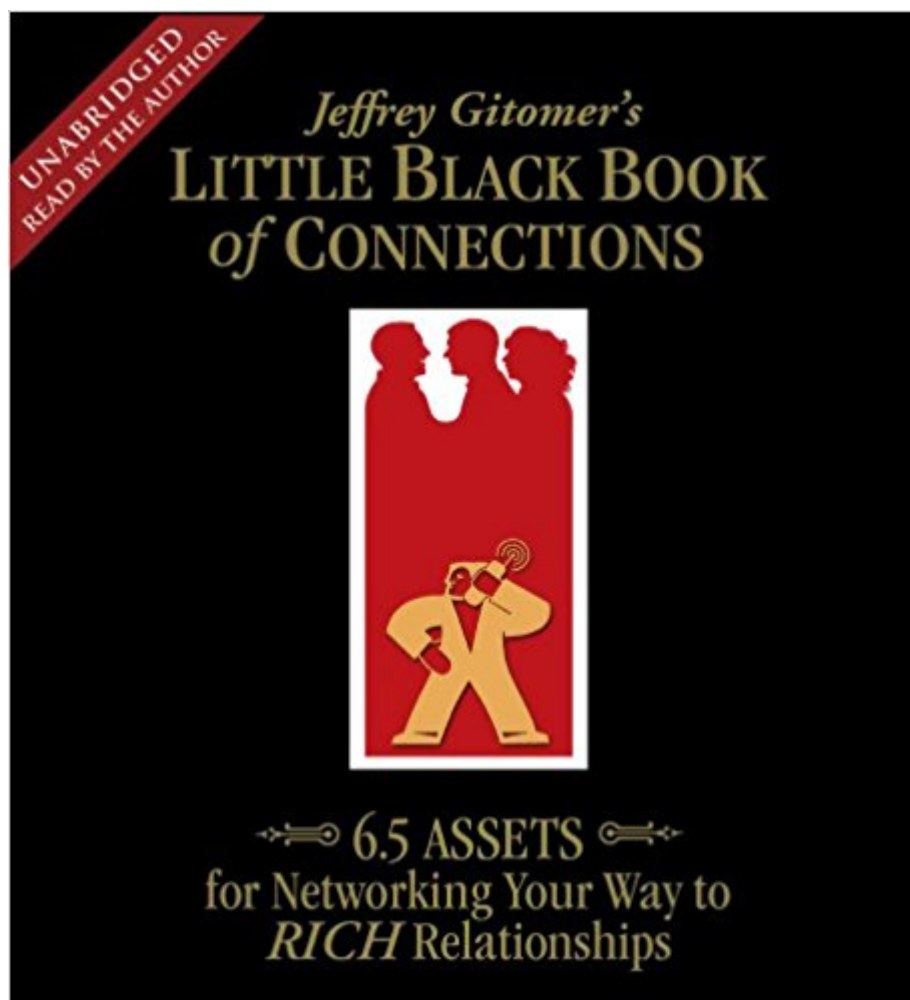




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# The Little Black Book Of Connections: 6.5 Assets For Networking Your Way To Rich Relationships



## Synopsis

Everybody wants to connect, but not everybody knows how to. Connecting is all about your friendliness, your ability to engage, and your willingness to give value first. When you combine those three attributes, you will have uncovered the secret of powerful connections and rich relationships. In Jeffrey Gitomer's Little Black Book of Connections you will find secrets uncovered, myths dispelled, and hundreds of ways to interact, connect, and score. You'll learn things like where to network for the best results, how to make the initial connection, how to capture the opportunity, and how to follow up so that you capitalize on the connections that you make. The Little Black Book of Connections is not just a sales guide, it's a business guide and a life guide. Gitomer's 6.5 Assets for Networking Your Way to Rich Relationships will get you from who you know to who knows you.

## Book Information

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## Customer Reviews

Jeffrey Gitomer is the author of numerous business bestsellers, including The Little Red Book of Selling. Worldwide, his books have sold more than a million copies. He gives more than 100 presentations a year, serving customers such as Coca-Cola, Cingular, Wells Fargo Bank, IBM, and Mercedes Benz. He lives in Charlotte, NC. For more information, visit [www.gitomer.com](http://www.gitomer.com) or email [salesman@gitomer.com](mailto:salesman@gitomer.com). --This text refers to an out of print or unavailable edition of this title.

The irrepressible sales expert's latest "little book" is a gold mine of insights and strategies for developing high-quality relationships. Made more accessible by straight-ahead introductions to each section, his clever lists sparkle with motivational energy and serve as reminders that helping others

opens doors to endless opportunity. Gitomer's speaking style is one of the best in this genre. His steady optimism keeps the large amount of information from sounding cluttered, and his generous spirit comes through fully in his narration. This collection of values and action steps will move listeners to take focused, disciplined, and effective action. A must-hear lesson for anyone who sells, influences, or simply enjoys good connections with people. T.W. Winner of AudioFile Earphones Award  
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I love the fact that I actually know how to make a connection! I'm going to implement these strategies immediately. Also, it wasn't just all about the techniques, Jeffrey implanted some new beliefs into my mind. I used to be a person that wanted to get something now I'm going to be a person who gives. A person that GIVES VALUE! From this day forward I will become more value in the marketplace. I would definitely recommend this to a friends or business partner. Thank you Jeffrey!

WOW! This is THE book for helping you create personal connections. Full of extraordinary insight and suggestions.If you are in a business that requires connections and networking, this is the bible you need to excel at that!Highest possible recommendation. One of the best self-help business books I've read in years!

This is more like a refresher course on things you already know but in a comical sort of way, think about this, at the very beginning of the book the author says "Personally, I can remember numbers from 40 years ago, but I can't remember numbers from yesterday", I immediately knew this thing was going to be of no value what so ever considering the nifty title he gave it. I personally did not find any new useful information here regarding how to connect/network with potential clients and certainly nothing I haven't tried already that came naturally or by applying common sense.Giving the book the benefit of the doubt, decided to read the entire thing and found mostly, strategically place "Git-Bits" keywords throughout the book constantly leading you to Mr. Gitomer's website for additional info related to that keyword and of course.....you guess it, making you register so you can be pitched more of his questionable products through email newsletters, while also receiving actual pictures of him and his friends like they are family to you personally. They're connecting alright, It's a complete joke....lol. Keep in mind that during the entire time, you still looking to learn something about "connecting". I wouldn't be surprise to learn that these positive reviews are all coming from

friends and family to help out, you'll feel very suspicious after reading this book. As to the topic at hand, the book is actually filled with his personal experiences for the most part, felt like he was regurgitating other notable authors in the process like Dale Carnegie comes to mind, but in reality, nothing here you haven't heard before, the goal here is to make you feel like it's all a sudden revelation, but in a gimmicky kind of way, not to mention the book looks and reads like a comic book. Also notice that people reading these bad reviews don't seem to find it useful, as you can tell, but beware, that may be a smokescreen to hide the fact that the book it's really awful. Conclusion: Save your money and try previewing it in your local library, not worth adding to your networking/sales resource library. Good Luck.

Great book by Gitomer! This is the second one of his books that I have read. I really enjoy Gitomer's writing style. He makes his books very easy to read and honestly, he cuts out all the "fluff". I have read several business and self improvement books over the years and I swear that so many of them contain so much unnecessary, repetitive bulls\*#t. Most of those books could be condensed to half their size. Not the case with this book. He is a "meat and potatoes" kind of guy. He delivers the content in a direct and easy to read manner. Keep it up Gitomer! Would love to see him in person one of these days.

The book looks pretty. That is probably the best thing about the book. This book is mostly about the author congratulating himself for writing books, having an e-zine that goes to 130,000 people, and giving a lot of speeches. He says if you want to network, you should do those things too. That covers the bulk of the book. I cannot express how annoying it is to see the author tell you to go to his website a few times every chapter. Even worse, instead of saying "7 assets" or "6 points to make" he will say 6.5 or 5.5. That makes absolutely no sense. I guess that is his clever or cute attempt to remember him, but it makes him come off as a salesman trying to manipulate people into remembering him by using idiotic counting. Despite the absolutely horrible self-congratulations, advertising, and non-sensical math, the book makes a few good points he and there for beginners to networking. It is worth skimming if you can put up with all of the things I mentioned above.

For me, the need for business people to have a very definite game plan; a blueprint for success, packs the most bang for the buck. Too often, people tend to go running around trying to market themselves or a product or service, but they don't really know the best way to accomplish that goal. Also helpful is the importance of getting your message across quickly and concisely. Nobody

wants to listen to much of anything over 30 seconds, so the idea of keeping it short and sweet is so relevant. The author has a wonderful rapport established with the reader; his anecdotes are humorous and he just lets people know he's a nice guy willing to help. Although some of his observations are fairly pedestrian for seasoned professionals, it's not bad for a refresher course; and for the young executives, this could help launch a successful career. Overall, this is a nice resource guide to weaving your way into the often baffling approach to making the right, long lasting connections that may come in handy immediately, or perhaps several years down the road. It's certainly a modest price to pay for even one tactic that could help you land some big account, or prevent from losing one.

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