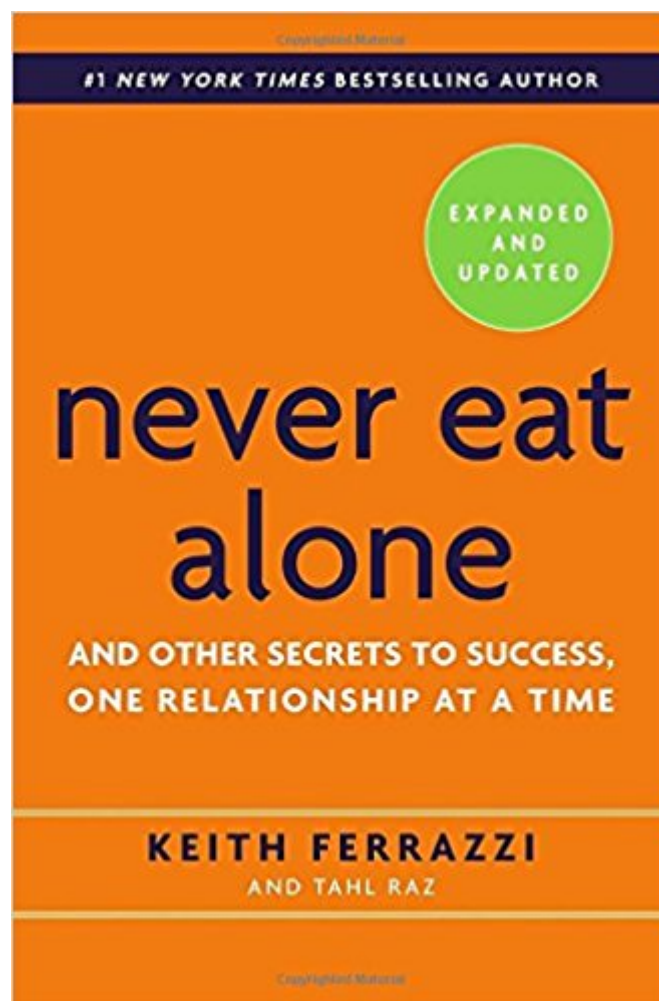




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# Never Eat Alone, Expanded And Updated: And Other Secrets To Success, One Relationship At A Time



## Synopsis

The bestselling business classic on the power of relationships, updated with in-depth advice for making connections in the digital world. Do you want to get ahead in life? Climb the ladder to personal success? The secret, master networker Keith Ferrazzi claims, is in reaching out to other people. As Ferrazzi discovered in early life, what distinguishes highly successful people from everyone else is the way they use the power of relationships—so that everyone wins. In *Never Eat Alone*, Ferrazzi lays out the specific steps—and inner mindset—he uses to reach out to connect with the thousands of colleagues, friends, and associates on his contacts list, people he has helped and who have helped him. And in the time since *Never Eat Alone* was published in 2005, the rise of social media and new, collaborative management styles have only made Ferrazzi's advice more essential for anyone hoping to get ahead in business. The son of a small-town steelworker and a cleaning lady, Ferrazzi first used his remarkable ability to connect with others to pave the way to Yale, a Harvard M.B.A., and several top executive posts. Not yet out of his thirties, he developed a network of relationships that stretched from Washington's corridors of power to Hollywood's A-list, leading to him being named one of *Crain's* 40 Under 40 and selected as a Global Leader for Tomorrow by the Davos World Economic Forum. Ferrazzi's form of connecting to the world around him is based on generosity, helping friends connect with other friends. Ferrazzi distinguishes genuine relationship-building from the crude, desperate glad-handing usually associated with “networking.” He then distills his system of reaching out to people into practical, proven principles. Among them: Don't keep score: It's never simply about getting what you want. It's about getting what you want and making sure that the people who are important to you get what they want, too. “Ping” constantly: The ins and outs of reaching out to those in your circle of contacts all the time—not just when you need something. *Never Eat Alone*: The dynamics of status are the same whether you're working at a corporation or attending a social event—“invisibility” is a fate worse than failure. Become the “King of Content”: How to use social media sites like LinkedIn, Twitter, and Facebook to make meaningful connections, spark engagement, and curate a network of people who can help you with your interests and goals. In the course of this book, Ferrazzi outlines the timeless strategies shared by the world's most connected individuals, from Winston Churchill to Bill Clinton, Vernon Jordan to the Dalai Lama. Chock-full of specific advice on handling rejection, getting past gatekeepers, becoming a “conference commando,” and more, this new edition of *Never Eat Alone* will remain a classic alongside

alongside How to Win Friends and Influence People for years to come.

## Book Information

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## Customer Reviews

Praise for Never Eat Alone: "Your network is your net worth." This book shows you how to add to your personal bottom line with better networking and bigger relationships. What a solid but easy read! Keith's personality shines through like the great (and hip) teacher you never got in college or business school. Buy this book for yourself, and tomorrow go out and buy one for your kid brother!" —Tim Sanders, author of Love Is the Killer App: How to Win Business and Influence Friends and leadership coach at Yahoo! "Everyone in business knows relationships and having a network of contacts is important. Finally we have a real-world guide to how to create your own high-powered network tailored to your career goals and personal style." —Jon Miller, CEO, AOL "I've seen Keith Ferrazzi in action and he is a master at building relationships and networking to further the interests of an enterprise. He's sharing his playbook for those who want learn the secrets of this important executive art." —Dr. Klaus Kleinfeld, CEO-designate, Siemens AG "A business book that reads like a story filled with personal triumphs and examples that leave no doubt to the reader that success in anything is built on meaningful relationships." —James H. Quigley, CEO, Deloitte & Touche USA LLP "Keith has long been a leading marketing innovator. His way with people truly makes him a star. In Never Eat Alone, he has taken his gift and created specific steps that are easily followed, to achieve great success." —Robert Kotick, Chairman and CEO, Activision "Keith's insights on how to turn a conference, a meeting, or a casual

contact into an extraordinary opportunity for mutual success make invaluable reading for people in all stages of their professional and personal lives. "I strongly recommend it." — Jeffrey E. Garten, Dean, Yale School of Management

KEITH FERRAZZI is founder and CEO of the training and consulting company Ferrazzi Greenlight and a contributor to *Inc.*, *the Wall Street Journal*, and *Harvard Business Review*. Earlier in his career, he was CMO of Deloitte Consulting and at Starwood Hotels and Resorts, and CEO of YaYa Media. He lives in Los Angeles. TAHL RAZ has written for *Inc.* magazine, the *Jerusalem Post*, the *San Francisco Chronicle*, and *GQ*. Raz lives in New York City.

Good read. Ferrazzi details out pretty well his formula for success. He offers his structure for meeting the right people at the right place and right time. Some of the behavior seems borderline stalking, but other than that, it gave me a few ideas about strategy in business.

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’s 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 people’s 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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