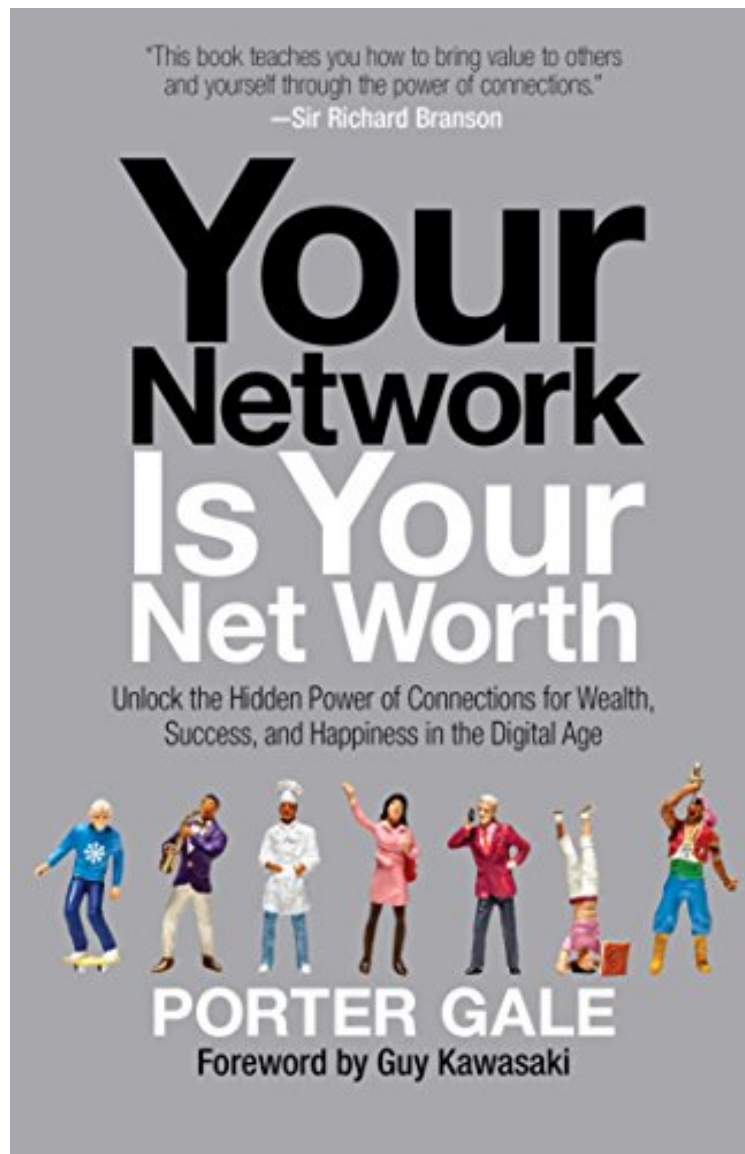


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Your Network Is Your Net Worth: Unlock the Hidden Power of Connections for Wealth, Success, and Happiness in the Digital Age

Porter Gale

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1 of 1 people found the following review helpful. A business book actually worth reading
By Romi Mahajan
In YNIYNW, Porter Gale manages to pull off a hat-trick. At once, she dispenses useful wisdom, offers clear tactics for success, and manages to come across as an incredibly generous, honest person. Such a rarity in business books! The core premise/promise of this book is that each person has a set of relationships that are of great value on many fronts, from the intimate to the professional; what is more, each of these relationships has the ability to have a profound trajectory, punctuated both by active "doing" but also by serendipity. Porter discusses the notion of "give, give, get" in which relationships are not about transaction but upon heaping generosity on others. While what I've written might appear mundane, one has only to sit in one business meeting, attend one business conference, or struggle through one business book to know that for most, relationships are means to an end. This book should be read by people across professions; anyone who needs a little light to be lit will benefit greatly from Porter's book.
2 of 2 people found the following review helpful. Not a Niche or Specialty Book
By Monadnock
What at first appears to be either a self-help or social media guide turns out to be a book of unexpected value to the reading audience in general. With its poignant real life anecdotes and social skills wisdoms, this is a title that should appeal across a broad, non-techy audience. Yes, the idea of social networking is at its core. But even the casual Tweeter, Facebook user will find a wealth of practical experience for maximizing personal contacts, spontaneous happenings, and arms-length experiences to enrich our personal goals and ambitions -- professional, romantic, family, spiritual. Happily absent of any faith-based agenda, it is a kind of zen guide to not only smell the roses but to learn to tend and enrich our personal gardens with easily accessible observations and techniques.
4 of 4 people found the following review helpful. Incredibly practical
By Jade Craven
Probably one of the better books on networking there is. Just be aware that only a third of the book is dedicated specifically to networking tips. The rest of the book is about positioning yourself to the type of person people want to connect to. It is incredibly valuable and should be a must read for anyone about to enter the workforce. It's worth knowing though that the book will require you to think about the 'big picture' in terms of your career. It is a fantastic resource for your business bookshelf.

An internationally known public speaker, entrepreneur, and marketing executive shares practical, up-to-date tips for mastering the skills of networking. Networking doesn't have to be that frenzied old-school game of calendars packed with stuffy power lunches and sterile evenings at community business gatherings. We've entered a new era, one in which shifting cultural values and the explosion of digital technology enable us to network in vastly more efficient, more focused, and more enjoyable ways. A fresh take on *How to Win Friends and Influence People*, *Your Network Is Your Net Worth* is an entertaining, straightforward guide filled with revealing case studies, hands-on advice, and innovative strategies for building your network. Written by sought-after speaker, entrepreneur, and marketing executive Porter Gale, with a foreword by Apple evangelist and bestselling author Guy Kawasaki, this book shows you how to establish, expand, and nurture your connections both online and off. New ways to network are popping up every day; and Gale tells you how to make the most of them; but even traditional networking opportunities are not the same animals that they once were, and we need to shift our attitudes and approaches accordingly. Networking has evolved from a transactional game to a transformational process. Whereas once it was about power plays, now it's about charting your own course, following your passions, and making meaningful connections, which in turn increase your happiness and productivity. In addition to chronicling her own rise from an ad agency intern to an in-demand consultant, Gale also shares the inspiring stories of so many others who live by this networking model: a military wife who connects with social media communities while her husband is deployed overseas, a young woman blogger battling leukemia, a dyslexic politician who wins elections by telling stories, and the CEO of a Major League Baseball team who once made a phone call that changed the course of his life. When you focus on your passions and reorganize your networking around your values and beliefs, you will discover the kind of lasting relationships, personal transformation, and, ultimately, tangible wealth that are the foundation for happiness and success. With a message both timely and important, *Your Network Is Your Net Worth* is the definitive handbook to Networking 2.0.

From Booklist
Entrepreneur Gale goes beyond the male-female divide to describe how networks transform lives; but only if the individual is ready and available. Attitude comes first. As with most do-it-yourself-change tomes, an assessment begins the process (identifying barriers and goals), followed by the creation of one's mission statement, or what Gale calls the funnel test, which means defining three critical focuses. In this era it is no surprise that values become her next step: that is, finding and connecting and learning from friends, family, and communities who share similar outlooks and objectives. Creativity, her third and final phase, is realized through storytelling and expertise. Exercises that make these phases more tangible, from a time-waste audit to a list of barriers, are featured in each chapter, as are anecdotes of individuals who have "broken through." A very New Age and complicated guide to establishing your best self. --Barbara Jacobs
"In a time when we all need to learn how to unlock our human potential and make meaningful connections, Porter masterfully articulates the path ways, this is a must have read." (David Mayer de Rothschild, British Adventurer/Environmentalist and Author

)"Porter's book hits the nail on the head. Be authentic, follow your passions, nurture relationships and use technology to improve and accelerate your connections. This is a great read with insightful stories and lots of practical tips. Not to mention Porter has executed this not just talked about it." (Gary Vaynerchuk, author of *Crush It* and *The Thank You Economy*, Founder of VaynerMedia) "In a noisy and busy world, Porter's book helps you focus on the opportunities that matter and act on them. Her advice comes to life through her own fascinating anecdotes as well as interviews and stories with the key players of Silicon Valley." (Bill Clerico, CEO of WePay) "In a connected society, we are defined by what we say, what we do, and who we know. As in the real world, social capital is now the measure of one's standing in these digital communities. Porter Gale explains how each of us can more productively contribute to this social economy." (Brian Solis, digital analyst and sociologist and bestselling author) "This book is a must read for anyone who wants to thrive in today's 'connected culture.' Networks are exponential, and networked people are exponentially successful." (Jon Bond, Marketing Thought Leader and Co-founder of Kirshenbaum Bond) "A healthy reminder about the relatively simple things professionals can do to stimulate their motivational processes and achieve even greater success in today's competitive marketplace. A useful guidebook for those desiring success through shrewd networking." (Kirkus) "This book isn't a rehash of stuffy, old-world networking ideas. It's a primer and storybook, which will inspire you with amazing stories of well-known business icons and everyday people who have transformed their lives through networking." (Guy Kawasaki, Author of *Enchantment* and former chief evangelist of Apple) "Want to bring value to the people you connect? With currency, credibility and unvarnished honesty Porter creates a brilliant model of networking for a meaningful purpose. Relating stories of personal challenge while driving efforts at some of the world's most valuable brands she derives and shares hard-earned tools that anybody can put to work." (Jennifer Aaker and Andy Smith, authors of *The Dragonfly Effect*) "A thoroughly absorbing, and enjoyable book that challenges the contemporary conventions of networking, while leaving the reader wanting more. This book makes one thing abundantly clear: Porter Gale is a renaissance woman whose literary vision is as dynamic and impactful as her entrepreneurial track record." (Sean Gardner (aka: @2morrowknight), Social Media Specialist) "I've seen Porter rise and network herself from a Jr. Account Executive to one of the most well respected advertising executives in the US. If you want to know how to connect your way to success read this book and start increasing your net worth!" (Richard Kirshenbaum, CEO of NSG/SWAT, Author of *Madboy*, *Beyond Madmen: Tales from the Mad, Mad World of Advertising*) "Porter's book defines one of the most important and critical missing components of the digital age. That no matter how advanced or powerful or connected our digital equipment is, at the end of the day we are human, and that in itself is the most useful tool we have to create the world we want to live in." (Nick Graham, Founder of Jox Boxer) "Porter highlights the significance and value of strategically building your network to improve your personal and professional prosperity." (Jeffrey Hayzlett, Global Business Celebrity, Bestselling Author, CEO The Hayzlett Group) "This book could not have come at a better time. Today, when our networks are more valuable than ever before, Porter offers the tools that will help us tap into our connections in a way that effortlessly brings exponential returns to our lives and relationships." (Randi Zuckerberg, CEO and Founder of Zuckerberg Media) "Porter's fascinating and personal book reminds us that the more digitalized we become, the more human we need to be. And, at the core of being human is our need to connect. This book is a profound reminder of how to authentically connect with others." (Chip Conley, Founder of Joie de Vivre Hotels and Author of *PEAK* and *Emotional Equations*) "They say it's who you know, not what you know. While not entirely true, your network is in fact a crucial tool in advancing toward your own personal goal line. Porter's advice is built on real life success. Your network IS your net worth." (Jason Felts CEO, Virgin Produced) "Porter's a connector. In fact, she's introduced me to more people than I can count. Her book includes the recipe and the secret sauce for networking." (Celebrity Chef Michael Mina) "Look at the names on and in this book. Porter's title isn't just a cute quip, she's built a priceless collection of friends, colleagues and contacts using it as mantra and so can you." (Ryan Holiday, Director of Marketing, American Apparel) "From the Publisher" "A healthy reminder about the relatively simple things professionals can do to stimulate their motivational processes and achieve even greater success in today's competitive marketplace. A useful guidebook for those desiring success through shrewd networking." (Kirkus) "This book isn't a rehash of stuffy, old-world networking ideas. It's a primer and storybook, which will inspire you with amazing stories of well-known business icons and everyday people who have transformed their lives through networking." (Guy Kawasaki, Author of *Enchantment* and former chief evangelist of Apple) "Want to bring value to the people you connect? With currency, credibility and unvarnished honesty Porter creates a brilliant model of networking for a meaningful purpose. 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