

Book review - Never Eat Alone and other secrets to success one relationship at a time.

Keith Ferrazzi, Tahl Raz, Currency 2005, 2014

This one's been on my "to read" list for ages and I finally got round to it after needing something to keep me occupied on a multi-leg fishing trip on the West Coast.

Networking has never been a strength of mine and I was expecting to learn something new. Ferrazzi, clearly an extravert, and I suspect a natural networker, starts off strong with some personal history and some big dos and don'ts, so strong that I was a little put off by his style at first. Then gradually, the book warmed on me and in the mid-section began to expound on some useful principles and more practical tips. By the last third, I was really enjoying it and felt by the end, I had come away with a lot of useful information. The main principles that I gleaned amongst many:

1. Play the long game.
2. Give first and give more before you can begin to receive.
3. Take the initiative.
4. Understand what it is that individuals really want before helping them to get it.

Who's the book for?

Anyone who struggles with the traditional idea of "networking". You'll have some myths shattered and receive new insights.

Main sections:

The Mind-set

The Skill Set

Turning Connections into Compatriots

Connecting in the Digital Age

Trading up and Giving Back

Favorite quote:

"Our souls are not hungry for fame, comfort, wealth, or power. Those rewards create almost as many problems as they solve. Our souls are hungry for meaning, for the sense that we have figured out how to live so that our lives

matter, so the world will at least be a little bit different for our having passed through it.”

Rabbi Harold Kushner

Recommended? Absolutely, if you're struggling through the first few chapters, hang in there because the gold is in the latter two thirds. 5*/5