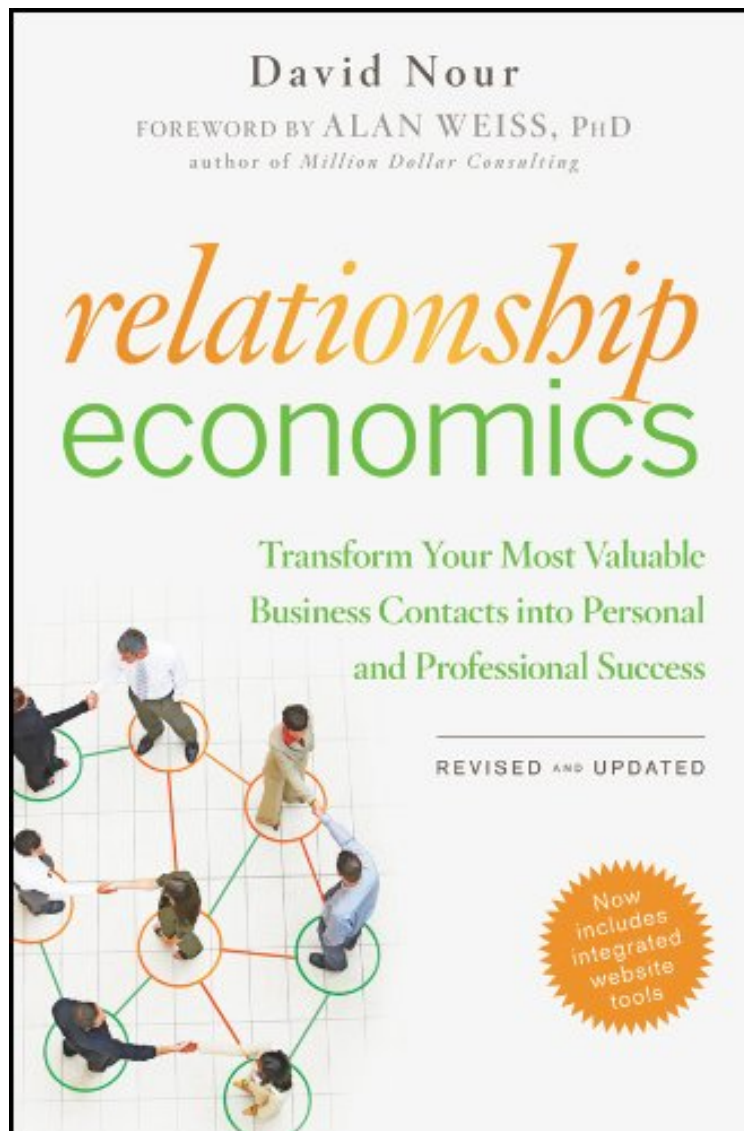


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# Relationship Economics: Transform Your Most Valuable Business Contacts Into Personal and Professional Success

David Nour

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**David Nour : Relationship Economics: Transform Your Most Valuable Business Contacts Into Personal and Professional Success** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Relationship Economics: Transform Your Most Valuable Business Contacts Into Personal and Professional Success:

1 of 1 people found the following review helpful. IBM Competitive Edge Book Club Selects Book in Q2 2011 By Brien Convery The IBM Competitive Edge Book Club, open to all Sales, Marketing, and Communication professionals

at IBM, voted and selected "Relationship Economics" as the Q2 2011 book selection. Overall feedback from the members was good. In the feedback from the members, we ask them the question - "What will you do differently in your job since your study of this book?" Some of the replies directly from the members included:- "Put some thought into how I will leverage social media and change the way I network."- "Better maximize the value of my network base to drive more results..."- "Try to do a better job of maintaining relationships and finding ways to provide value to others."- "Review contacts I have been out of touch with and looking at opportunities to reconnect."- "Try to be more intentional in my relationships."I would like to personally thank David for being apart of the IBM Competitive Edge Book Club experience, for his positive and engaging energy, for sharing with us the importance of building and nurturing relationships, and for reminding us that we all have a brand - "The Brand Called You."Best Regards,Brien ConveryIBM Business Operations Leader and Competitive Edge Book Club Leader0 of 0 people found the following review helpful. Useful and practical approach to making relationship and making the ...By Andy ZachUseful and practical approach to making relationship and making the most of them for personal and business reasons. You must give as much as you get and look to long term benefits. You need to analyze your current relationships and plan your future ones based upon your goals.0 of 0 people found the following review helpful. Five StarsBy CustomerMet expectations. Thanks.

A revised and updated guide to bridging relationship creationwith relationship capitalization Relationship Economics isn't about taking advantage of friends or coworkers to get ahead. It's about prioritizing and maximizing a unique return on strategic relationships to fuel unprecedented growth. Based on the author's global speaking and consulting engagements, Relationship Economics reveals that success comes from investing in people for extraordinary returns. This revised and updated version explains the three major types of relationshipsmdash;personal, functional, and strategicmdash;and how to focus each to fuel enterprise growth. It introduces new concepts in relationship management, including the exchange of Relationship Currency, the accumulation of Reputation Capital, and the building of Professional Net Worth. These are the fundamental measures of business relationship, and once you understand them, you'll be able to turn your contacts into better executions, performance, and results. "David Nour is the definitive expert on strategic relationships. He has captured practical, pragmatic, and timely insights in Relationship Economics and has been a valuable resource to my sales transformation efforts." mdash;RANDY SEIDL, Senior VP, Enterprise Servers, Storage and Networking, Americas, HP "Although many understand the importance of relationships, the quantifiable and strategic values of relationships are often underemphasized. David Nour has done just that iniquest;Relationship Economics." mdash;CRAIG LEMASTERS, President and CEO, Assurant Solutions "If a man is judged by the company he keeps, David Nour's Relationship Economics provides a systematic approach to building value in that judgment. The concepts reach well beyond networking to building lasting and productive relationships." mdash;DENNIS SADLOWSKI, former president and CEO, Siemens Energy Automation, Inc.