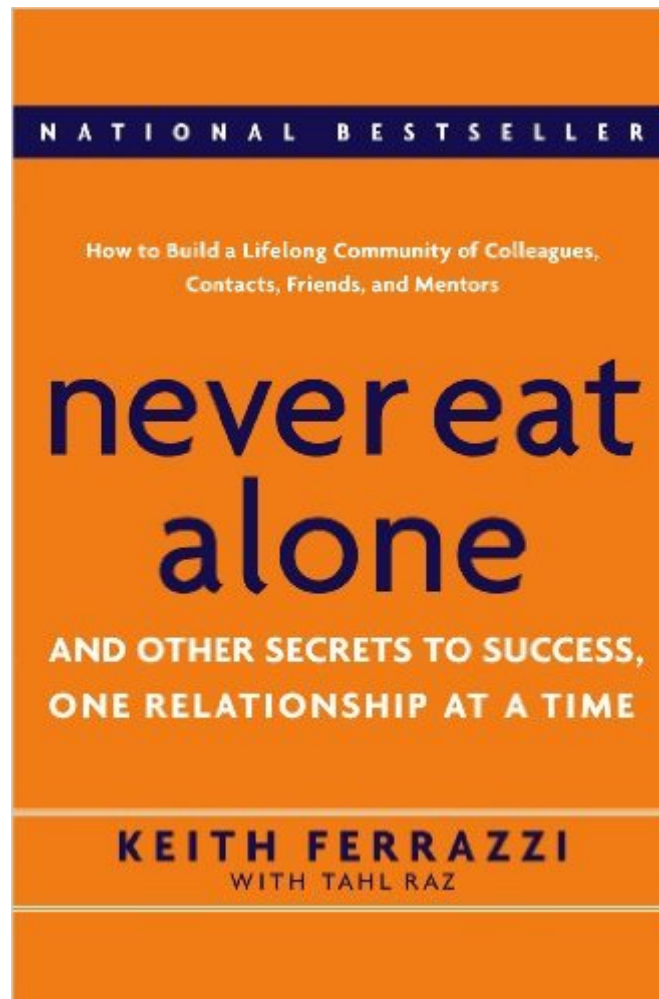


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Never Eat Alone: And Other Secrets To Success, One Relationship At A Time



Synopsis

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 early in 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 Rolodex, people he has helped and who have helped him. 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 a scholarship at Yale, a Harvard MBA, 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-handling 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 society event" "invisibility" is a fate worse than failure. In the course of the book, Ferrazzi outlines the timeless strategies shared by the world's most connected individuals, from Katherine Graham 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, *Never Eat Alone* is destined to take its place alongside *How to Win Friends and Influence People* as an inspirational classic.

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Customer Reviews

It seems like much of the efficacy of Ferrazzi's tactics lies in blurring the distinction between the personal and the professional connections. Not even church-going remains sacred. At what point does a close-knit network become more invaluable than acquaintanceships struck during in-flight snackbreaks? Are 500 people willing to answer your calls (after the umpteenth time you've attempted to ambush them on the phone during their off hours) really an asset? Readers should keep in mind that one will not be able to fool all of the people all of the time with false pretenses of friendship. Ferrazzi's work would be more effective if he differentiated between intensities of friendship and the tactics most appropriate for each. Further difficulties include: -Networking Plan of Action (unfortunately acronymed NAP) includes scarcely a page of information about how to construct one. -The arguments are often internally inconsistent: receiving an invitation to a 15 min coffee break is an affront, while sending one tops the personal arsenal list. Katharine Graham is eulogized as a champion of both "somebodies" and "nobodies." Yet Ferrazzi's lists of "people he'd like to meet" and his incessant extolling of the virtues of name-dropping seems to indicate "nobodies" are nobodies in his book. Finally, the distinction between a "networking jerk" and commendable behavior is, at best, subtle. -For an individual so concerned with connectedness, it is curious that a bibliography or appendix of suggested reading is entirely absent. May I suggest: *How to Win Friends and Influence People: soft skills development* Big Fish (a novel of "mythic proportions" by Daniel Wallace): a more sympathetic view on spin, for contemplating your own self-marketing plan or why Ferrazzi really left Deloitte. *The Tipping Point: Chapter 2 is a more rigorous exploration of the roles the uber-connected play in social networks.

The book isn't that bad, but it isn't worth buying with so many other masters out there writing about how to get it done. Here's what's wrong.... First, it's billed as "revolutionary" concepts which I found to hardly be true. Almost every idea was something that I've read in a Covey, Mackay, Peters, etc

book. Recycled. Further, he's so proud of his accomplishments it becomes exhausting to keep up with all the great things KF did in his life. Finally, he writes often about how he was from poor, underprivileged family and he had nothing but his "revolutionary" concepts to break him into The Club. I believe it at first, until he started (and then repeated) to tell the reader about how he went to a private elementary and HS, then to Yale and Harvard BS. He was IN the club from first grade - hardly a life course that demonstrated how unique and terrific his practices were.

For all the five-star reviews that are going to pop up here in the next few days, be cognizant that the author of this book is a master networker, and is adept at calling in favors. What follows is an unbiased look at the book. The author's message is simple yet powerful: Everything you do in life is enabled by others. The more people you know, the more you are capable of, and the more you are capable of helping others. The power of your network goes up exponentially with the number of relationships and with the strength of those relationships. Anyone who thinks that success is based solely on merit is sadly delusional. The advice and techniques he gives are broken out by chapter. Some are insightful and useful, such as discovering what's important to people and finding ways to help them, how to work conferences, and how to connect with other well-connected people. Others are questionable from a style standpoint, and seem to serve as a boastful review of the author's own methods, such as his extravagant dinner parties, or interrupting a conversation midstream in order to call someone who is relevant to the current topic. He also emphasizes constant emailing and calling just so you don't fall off someone's radar, even if you have nothing to say to that person except "I exist". How annoying. The book gets 3 stars for being important and relevant. It gets another for getting down and dirty in the details of connecting with people. It doesn't get the fifth star for being verbose, sometimes repetitive, and for taking such an extreme stance when most of us are mere networking mortals. At its core, the ideas in this book are incredibly valuable, once you adapt them to your own personality.

I'm a naturally shy person and I've always hated the concept of "networking." Everyone I know that practices it in the commonly accepted sense is a complete jerk. This book, however, addresses the true power behind networking; building actual relationships. I would probably give the book 4.5 stars, since too much of it is devoted to name dropping, but this small flaw does not detract from the value of the book. Mr. Ferrazzi takes the approach of building meaningful relationships with others, even when time is short. He doesn't advocate carpet bombing a room with your business cards or hanging out with people you despise as a means of getting ahead. I appreciate the fact that the

author came from humble beginnings and was able to reach such heights in the world of business. There are several practical approaches that are discussed in this book that can be of help to both extroverts and the relatively introverted.

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