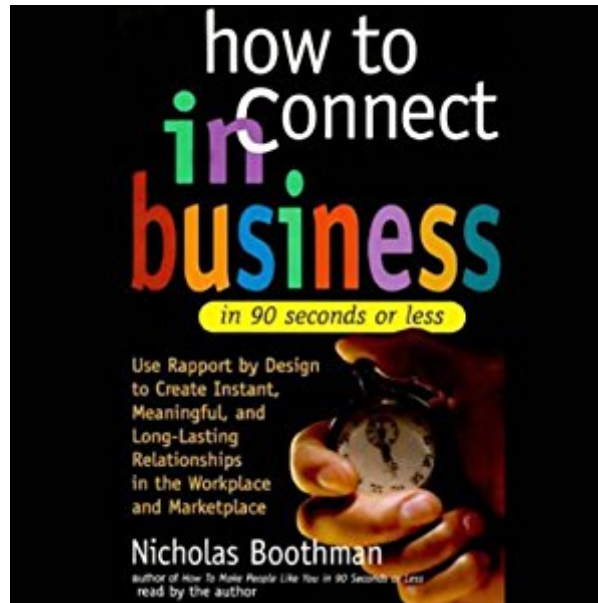


The book was found

# How To Connect In Business In 90 Seconds Or Less



## Synopsis

Persuade a client to buy what you're selling. Energize the boss to act on your ideas. Rally the staff to see themselves as members of your team. No matter what the situation, success in business depends on having effective relationships. Nicholas Boothman's first book, *How to Make People Like You in 90 Seconds or Less*, is "Dale Carnegie for a rushed era" (The New York Times). It has 87,000 copies in print, reprints continuously, and remains in hardcover. Now Boothman brings his innovative system of forging instant connections to the workplace. This is a book that deals not only with the importance of making a great first impression, but also with ongoing business relationships. Based on the breakthrough idea of "rapport by design," **HOW TO CONNECT IN BUSINESS IN 90 SECONDS OR LESS** shows how to mine the potential in every situation, from an accidental meeting at the water cooler, to a brainstorming session, to a formal presentation before a large group. It digs into the fundamentals of Persuasion, Purpose, and Personality to get to the basis of self-confidence and effective communication. It covers the traditional business concerns of team building, e-mail and phone relationships, and managing up and managing down. And throughout, creative exercises make the ideas come alive, including "Evaporating Fear," "Making Your Own Good Luck," "Creating Your Ten-Second Commercial," and "Packaging Your Personality." --This text refers to an out of print or unavailable edition of this title.

## Book Information

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## Customer Reviews

What a wonderful little book that packs a great big wallop! If you are serious about connecting with people in business, and reaping the rewards that come with more and better relationships, then this

is an absolute must-read for you. I had the good fortune of reading Nick Boothman's first book, "How to Make People Like You in 90 Seconds or Less," while on a flight to a conference in which I was teaching. I was inspired by the simplicity and practicality of Boothman's approach. I began using his techniques before even leaving the airplane and continued to use them in the cab, the hotel, and at the conference. It was a breakthrough moment for me. My audience paid closer attention, laughed more, and learned more than any other I had previously served. This happened because I connected with them in a much stronger and more meaningful way-Boothman's way. I've been following Nick's direction ever since. Now, Mr. Boothman releases a pitch-perfect sequel-"How to Connect in Business in 90 Seconds or Less." While this volume is grounded in the same principles as his first book, every page is crafted with the businessperson in mind. As I have read and re-read this snappy, entertaining, profound book, I am amazed at how much more Nick Boothman has to teach me about persuasion-the craft of getting people (in this case clients and other business contacts) to want to do what I want them to do. It's all KFC: Know what you want, Find out what you're getting, and, Change what you do until you get what you want. Sounds obvious, right? Wrong. If it were many more of us would be much more successful. Some of the material in this book is good basic sense that your mother told you but somehow leaked out of your head.

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