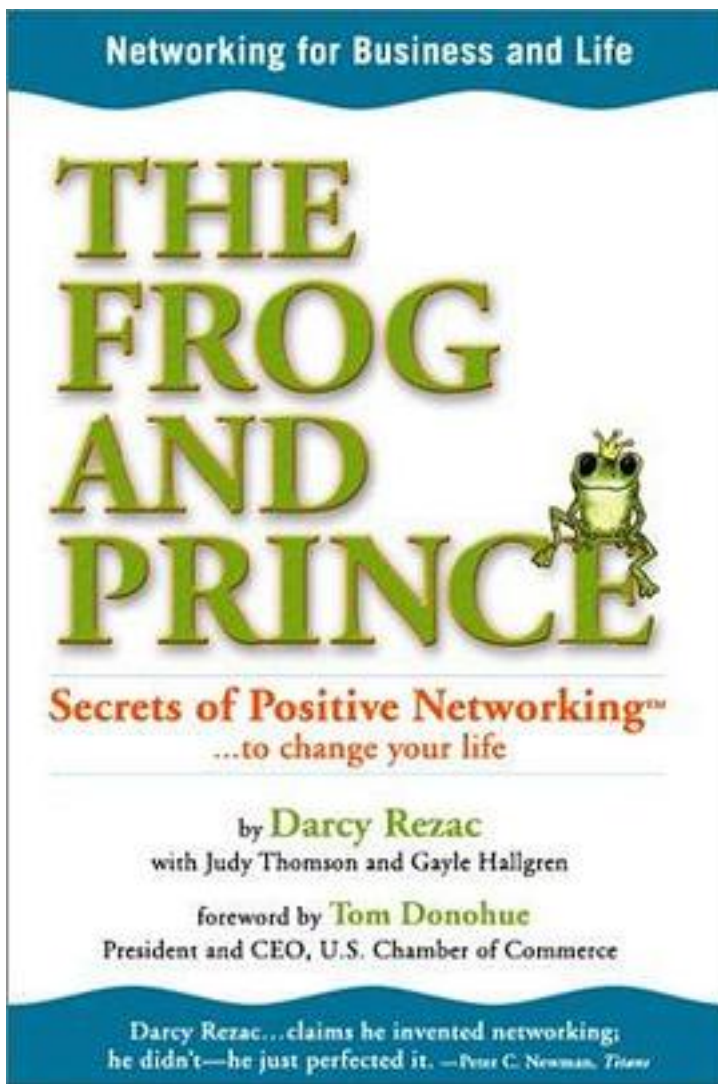# The Frog and Prince

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著者:Judy Thomson

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THE FROG AND PRINCE is a business book about networking that draws upon an age-old fairy tale for inspiration—kissing frogs to find a prince. The book lays out the steps and secrets to build and maintain powerful, positive social networks. The steps are explained using an easy to remember acronym, N.E.T.W.O.R.K, with a chapter devoted to each letter. The secrets, revealed throughout the book, are the underlying philosophy and reflect the attitude of positive networkers. This book also marries the exciting new science of the "small-world" phenomenon (the importance of weak links and random connections) with the art of networking. And, though it is a business book, the lessons learned apply to one’s personal life, as well. Readers learn how to build powerful, positive social networks—for both business and life.

Thomas J. Donohue, President and CEO of the US Chamber of Commerce, in the foreword writes, Darcy "knows how to reach his audience, to make the complex seem simple, and to make the painstaking follow-up and follow-through of networking actually seem enjoyable."

THE FROG AND PRINCE contains numerous networking stories based on the authors' personal experiences, techniques used by the great networkers, nuggets of practical networking information, end of chapter summaries for quick reference, and short, amusing frog fables to illustrate the points of each chapter. It is the practical field-guide to the art and science of networking.

作者介绍:

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