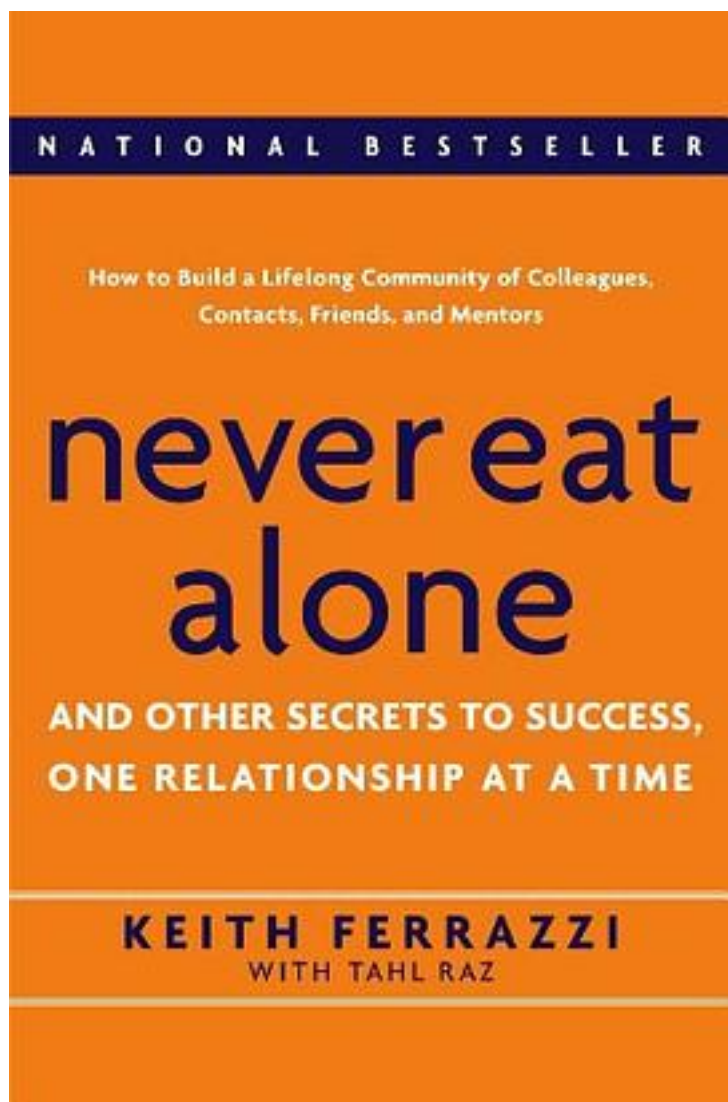


Never Eat Alone



[Never Eat Alone_下载链接1](#)

著者:Keith Ferrazzi

出版者:Random House, Inc.

出版时间:2005-2-22

装帧:

isbn:9780385515290

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 one of *Davos's* Global Leader for Tomorrow.

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.

作者介绍:

KEITH FERRAZZI is founder and CEO of Ferrazzi Greenlight. He recently served as CEO of YaYa media, an interactive company. Before joining YaYa, he was chief marketing officer for Starwood Hotels & Resorts Worldwide, and CMO at Deloitte Consulting, where he was the the youngest partner in their history. Named one of the "40 Under 40" business leaders by *Crain's Business*, Ferrazzi is a frequent writer and commentator for *The Wall Street Journal*, *Harvard Business Review*, Inc., CNN, and CNBC. He lives in Los Angeles. TAHL RAZ is a former reporter at Inc. magazine.

目录: SECTION ONE

The Mind-Set

1. Becoming a Member of the Club 3

2. Don't Keep Score 14

3. What's Your Mission? 23

Connectors' Hall of Fame Profile: Bill Clinton 40

4. Build It Before You Need It 42

5. The Genius of Audacity 48

6. The Networking Jerk 56

Connectors' Hall of Fame Profile: Katharine Graham 61

SECTION TWO

The Skill Set

7. Do Your Homework 67

8. Take Names 73

9. Warming the Cold Call 79

10. Managing the Gatekeeper—Artfully 87

11. Never Eat Alone 94

12. Share Your Passions 99

VI Contents

13. Follow Up or Fail 105

14. Be a Conference Commando 110

15. Connecting with Connectors 128

Connectors' Hall of Fame Profile: Paul Revere 136

16. Expanding Your Circle 139

17. The Art of Small Talk 143

Connectors' Hall of Fame Profile: Dale Carnegie 155

SECTION THREE

Turning Connections into Compatriots

18. Health, Wealth, and Children 161

19. Social Arbitrage 171

Connectors' Hall of Fame Profile: Vernon Jordan 177

20. Pinging—All the Time 181

21. Find Anchor Tenants and Feed Them 190

SECTION FOUR

Trading Up and Giving Back

22. Be Interesting 203

Connectors' Hall of Fame Profile: Dalai Lama 220

23. Build Your Brand 224

24. Broadcast Your Brand 231

25. The Write Stuff 246

26. Getting Close to Power 249

27. Build It and They Will Come 259

Connectors' Hall of Fame Profile: Benjamin Franklin 264

Contents vii

28. Never Give in to Hubris 268

29. Find Mentors, Find Mentees, Repeat 273

Connectors' Hall of Fame Profile: Eleanor Roosevelt 283

30. Balance Is B.S. 286

31. Welcome to the Connected Age 291

Index 299

• • • • • (收起)

标签

personal_development

work

networking

life

in_English

career

评论

书评

- 1、成功的关键是慷慨大方：在社交中通行的不是贪图便利，而是慷慨大方。
- 2、明确你的人生目标：你的才能与渴望的交集就是你内心的激情。什么是最兴奋的事？你做什么事时会觉得时间过得飞快？
- 3、为发展人际关系设定计划：打造交际网络是有过程的，你的计划应当包括以下三份：
： ...

我们大部分人已经知道，在这个世界上任何两个人之间只需要通过六个中间人就可以互相认识。这是怎样实现的？ Because some of those people know many, many more people than the rest of us.

这本书就是教你成为这种super-connectors（超级交际枢纽）。 本书作者...

人脉的重要性是放之四海而皆准的，更何况是在人口众多、潜规划较复杂的中国，你要办点什么事儿，里头或上头没人，那哪成？所以，对于一个想把生活过得更舒服一点的人来说，人脉的价值和重要性，想必谁也无须对他多费口舌。那些涉世未深、没什么人脉的人费尽心思想经营自己...

因为时间关系，泛泛地把这本书读了一遍，很多东西还有待消化，理解，以及在具体的生活环境中去实践。但是不得不说，仅此就已经获得了很多珍贵的启发和感悟。这本书被定义为一本攻略，或者类似于指南，手册和技术之类的工具书，因而很容易让人产生误解，以为读了此书，就能掌...

C1 要有自己的圈子 职业生涯的每一个阶段，都寻找周围最成功的人并寻求帮助和指导 真正的“关系”是想办法让其他人更成功，“付出”而不是“索取” 没有人可以孤军奋战，自己可以成为圈子的中心 C2 慷慨才是硬通货 热情把你的关系介绍给其他人，才能聚集成关系网 关系像肌肉， ...

P4

“贫穷”绝不仅仅意味着缺钱，它更意味着你没有办法跟那些可以帮助你成功的人有任何联系。 P5 任何领域的成功，尤其是商界，都在于与人共事，而不是反对和提防。与其他人来往可以使人们的生活有所变化，同时也是探索、了解并丰富自己生活的一种方式；这成为我在生活中积...

这本书，我认真阅读了，也认真尝试了。我发现，这真是一种生活方式。根据这本书的做法成为你的朋友的人，基本上是和法拉奇一类的人。不是和法拉奇一类的人，用这种办法只能让他们离你远去。或者我们可以用这本书作为试金石，寻找志同道合的人——那些真诚地想扩大自己社交...

别独自用餐 克林顿、卡耐基等奉行的人脉经营攻略

抓住当下，想做什么、能做什么就立刻动手！这也许是一种鲁莽，但更是一种神奇的力量！——歌德

我的爸爸名叫皮特·法拉奇，他是第一代美国移民，二战时做水手的他跟随商船来到了这里，之后他在钢铁厂找到...

我书房中有一联：“喜有两眼明，多交益友；恨无十年暇，尽读奇书”。

最近还真读了一本奇书，那就是中国大陆最新出版的《别独自用餐》！据说这本书是在美国亚马逊图书排行上名列第一的畅销书。这本书的主题是要尽可能地扩大人脉范围，多交好友就会多交好运。《别独自...

人际、沟通……关于人脉经营的一切，我都不擅长。这书可以说是极对症下药的。但，因为我懒，最终这本书极可能是我看而有感，感而无行的。所以，这里我就不评论什么了，只摘录书中部分语录，希望借此使有行动力的人们关注到此书，并能从中有所收获。一、思路 “...

在google或百度上输入“Never eat alone”，会看到许多人在搜寻、打听哪里能找到这本美国2005年出版的英文书，还可以看到热心人翻译出来的片段。现在，这本书的中文版已经出版了：《别独自用餐》，施光宇译。（此前台湾还出过一种中文版。）作者基思·法拉奇（...

实话说，《别独自用餐》（never eat alone）这本书是一位博览群书的朋友推荐给我的。聊天中，我们常常谈到“平台”一词，认为大家的智商都差不多，也很难说谁努力谁偷懒，为什么有些人成功了有些人却永远一副不在状态的样子，是不是所在的平台不同造就了大家面临...

最近读的书里这本可以说是最好的了，整本都写的很实在。但是要总结也简单——我为人人，人人为我。本来想推荐给办公室里的其他同事，但最终却只为其中一人做了推荐。我的原因是，其他人缺少书中所强调的真诚。可是这样又似乎陷入了自相矛盾。我是否缺少对其他同事的真诚呢...

We have to accept that no one will be accompany with us forever, but we still can get sth from those who are awesome.....

之所以觉得成功是无法复制的，是因为本来我们每个人对成功的定义就不同，而一个人之所以能达到大众所较为公认的成功标准，那就证明他必有别人所不能做到之处，不然这个公认的成功标准也就成不了众人无法企及的标准了。
其实一直很反感这种所谓的“名人励志书”，想起来看这本...

现在参加《别独自用餐》新书抢购，将有机会获得免费用餐名额，“新年你不再一个人，我们一起，别独自用餐！”活动报名时间：2010年12月15日至2011年1月14日
就餐时间：2011年1月15日（星期六）中午11点30—13:30
就餐地点：大白鲨火锅超市（朝阳路店），朝阳区东八里庄5...

现在很多人在工作上的沟通都倾向于用微信或者QQ，尽可能不选择用电话，估计见面就更不愿意了。很不同的是，我一直都倾向于用电话来沟通，面谈则是必要的沟通方式。电话里的沟通不如面谈来得更为清晰透彻。也许大家真的是有社交恐惧症，文字沟通能够给到足够的反应时间，但我却...

本书根本上讲的就是如何做人做事。今年我翻译的书里提到了《Never Eat Alone》，所以买来读了。国外作者的书引用都比较多，如果花时间把一本书里引用的其它书都看完，估计要至少3个月时间，其中还包括很多根本没有中译版的书。美国商业社会是非常功利的，能写成这样也算不错...

[Never Eat Alone_下载链接1](#)