



# **FT Guide to Business Networking: How to use the power of online and offline networking for business success (Financial Times Guides)**

*Heather Townsend*

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If you're a busy professional, networking is the fastest and most effective way to build your business or career. Networking is a skill you can't afford to be without. But what's the best way to do it? *The Financial Times Guide to Business Networking* is your definitive introduction to a joined-up networking strategy that really works. Joined-up networking is the most effective way to win more business, climb the career ladder or set up and grow your own business. In this book, professional networker Heather Townsend guides you through everything you need to know to get the most out of both face-to-face and online networking.

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