Superconnector Stop Networking And Start Building Business Relationships That Matter

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Not Sure What the Future Holds? No Problem. It's hard not to be worried about the future, especially if you just lost your job, are trying to plan your career, or are suddenly missing thousands of dollars from your retirement account. In Optionality, finance journalist Richard Meadows lays out a guide for not only becoming resilient to shocks, but positioning yourself to profit from an unpredictable world. Meadows takes us on a journey from quitting his office job at age 25, to lounging on tropical beaches living the early retirement dream, to finding and adopting an ancient philosophy for systematically pursuing the good life. Learn how to: • Find investment opportunities with open-ended upside, and maximise the chances of a 'moonshot' success • Make life-changing choices under conditions of uncertainty • Achieve the kind of financial freedom that lets you live life on your own terms • Protect against disaster, build support networks, and create a safety buffer of resilience in every area of life • Develop a systems approach to making your own luck Optionality is the key to navigating an uncertain world. In this entertaining and insightful debut, Meadows delivers a timely message: optionality has never been so valuable, and only those who have it will survive and thrive.

Create a personal "power grid" of influence to spark professional and personal success "Other people have the answers, deals, money, access, power, and influence you need to get what you want in this world. To achieve any goal, you need other people to help you do it." -- JUDY ROBINETT As anyone in business knows, strategic planning is critical to achieving long-term success. In How to Be a Power Connector, super-networker Judy Robinett argues that strategic relationship planning should be your top priority. When you combine your specific skills and talents with a clear, workable path for creating and managing your relationships, nothing will stop you from meeting your goals. With high-value connections, you'll tap into a dynamic "power grid" of influence guaranteed to accelerate your personal and professional success. Robinett uses her decades of experience connecting the world's highest achievers with one another to help you build high-value relationships. She reveals all the secrets of her trade, including proven ways to: Find and enter the best network "ecosystem" to meet your goals Reach even the most unreachable people quickly and effectively Get anyone's contact information within 30 seconds Create a "3-D connection" that adds value to multiple people at the same time Access key infl uencers through industry and community events Subtly seed conversation with information about interests and needs Use social media to your best advantage Robinett has based her methods on solid research proving that social groups begin to break up when they become larger than 150 people, and that 50 members is the optimal size for group communication. As such, she has developed what she calls the "5+50+100" method: contact your top 5 connections daily, your Key 50 weekly, and your Vital 100 monthly. this is your power grid, and it will work wonders for your career. Nothing will stop you when you learn How to Be a Power Connector. PRAISE FOR HOW TO BE A POWER CONNECTOR: "Unlike many books in this genre, this one is written by a woman who has lived it.. . . Judy Robinett offers guidance on how to form authentic relationships that bring mutual benefits." -- ADAM GRANT, Wharton professor and New York Times bestselling author of Give and Take "How to Be a Power Connector is like an MBA in networking: an advanced course in finding and developing quality relationships with the people who can make the biggest difference in your professional success." -- IVAN MISNER, founder and chairman of BNI "Talk about power! Follow Judy Robinett's logical, straightforward, and helpfully detailed advice, and you can be a 'Power Connector' yourself! Great ideas, well presented, with no ‘wasted space’ in her argument!" -- DON PEPPERS, coauthor of Extreme Trust: Honesty as a Competitive Advantage "Absolutely brilliant. A step-by-step guide to building a network that will be both invaluable to you and just as valuable to those whose lives you will now have the opportunity to touch. I can't imagine a more powerful book for one who truly desires to be a Power Connector." -- BOB BURG, coauthor of The Go-Giver and author of Adversaries into Allies "In the C-Suite or in your personal life everything comes down to the quality of your relationships. Judy's book helps you attract and maintain the relationships that will get you what you want most. Be a super connector now!" -- JEFFREY HAYZLETT, TV host and bestselling author of Running the Gauntlet

Abandon the networking-for-networking's-sake mentality in favor of a more powerful and effective approach to creating and enhancing connections. STOP NETWORKING. Seriously, stop doing it. Now. It is time to ditch the old networking-for networking's-sake mentality in favor of a more powerful and effective approach to creating and enhancing connections. In Superconnector, Scott Gerber and Ryan Paugh reveal a new category of professionals born out of the social media era: highly valuable community-builders who make things happen through their keen understanding and utilization of social capital. Superconnectors understand the power of relationship-building, problem-solve by connecting the dots at high levels, and purposefully cause different worlds and communities to interact with the intention of creating mutual value. How can you become a Superconnector? Gerber and Paugh share instructive anecdotes from a who's who roster of high achievers, revealing how to systematically manage a professional community and maximize its value. Of utmost importance is practicing Habitual Generosity, acting on the knowledge that your greatest returns come when you least expect them, and that by putting others' needs first the good karma will flow back to you tenfold. Gerber and Paugh also explore winning strategies such as The Art of Selectivity, a well-honed ability to define which relationships matter most for you and decide how you will maintain them over time. Full of helpful advice on how to communicate with anyone about anything, Google-proof your reputation, and much more, Superconnector is a must-read for those seeking personal and business success.

Low-Cost Airline Carriers in Emerging Countries traces the development of low-cost carriers (LCCs) in Asia, Latin America, the Middle East and Africa, examining airlines that have become significant players in their home markets but little known at a global scale. The book maps the geography of the LCC phenomenon, explaining the starkly varying success of budget airlines, and assessing their current social, economic and environmental impacts. The book concludes with insights into the future potential of the LCC phenomenon along with its global ramifications. Beginning with Southwest Airlines in the 1970s, low-cost carriers (LCCs) have democratized air travel around the world, fostering huge increases in airline traffic and transforming the airline industry. At the same time however, the ascent of these budget airlines has exacerbated aviation-related problems such as aircraft noise, airport congestion, greenhouse gas emissions and more. LCCs have been extensively studied in the US and Europe but not in emerging regions of the globe. Yet the impact of such airlines is greatest in low- and middle-income economies where only a small fraction of the population has ever flown, and where competition from alternative modes (road, rail) is weak. Examines the evolution of low cost carriers around the world, how established airlines react to their entry and the wide-ranging societal implications for individual countries and the world Places emerging countries' LCCs into a global context, comparing them to their US and European counterparts Offers original quantitative analysis of LCC networks at several spatial scales (global, regional, national, airport vs. airport) using global schedule data from OAG Includes professionally produced maps of representative airlines networks

Winner of a Choice Magazine Outstanding Academic Title Award! We are on the cusp of a marketing revolution. And it is being led by you. Return on Influence is the first book to explore how brands are identifying and leveraging the world’s most powerful bloggers, tweeters, and YouTube celebrities to build product awareness, brand buzz, and new sales. In this revolutionary book, renowned marketing consultant and college educator Mark W. Schaefer shows you how to use the latest breakthroughs in social networking and influence marketing to achieve your goals through: In-depth explanations of the sources of online influence—and how they can work for or against you Interviews with more

than 50 experts, including tech blogger Robert Scoble, Influence author Robert Cialdini, and industry thought leaders such as Mitch Joel, Jay Baer, and Christopher S. Penn An insider's look at the controversial social scoring company Klout and its process for assigning influence numbers to everyone Practical, actionable tips to increase your own personal power and online influence More than a dozen original social influence marketing case studies Even if you already use social media platforms such as Facebook, LinkedIn, YouTube, Twitter, or blogging to maintain an online presence, this eye-opening, action-ready guide shows you how to reach the "superconnectors" who ignite epidemics through word-of-mouth influence . . . and become one yourself. This is the future of marketing at your fingertips: low-cost, high-speed, influence driven, and powerful. Filled with fascinating case studies, interviews, and insider advice, this essential guide prepares you for the next wave of social networking. This is how to win friends and influence people in the digital age—with a Return on Influence. Praise for Return on Influence: "Influence is the ability to cause, affect, or change behavior. Mark Schaefer helps you define the outcomes you wish to see . . . and measure them!" —Brian Solis, author of The End of Business as Usual "Schaefer's book has earned its place on the shelf of anyone looking to find influencers—or become one." —Harold Burson, founder, Burson-Marsteller "Return on Influence is definitive, exciting, and endlessly practical. In an age where marketing budgets are tight and getting tighter, social media—and particularly influence marketing—has become the silver bullet to solve all problems. Consider this book the marksmen's manual." —Rick Wion, Director of Social Media, McDonald's "I could not stop reading this book. Mark Schaefer demystifies the power of influence in this insider's guide to combining content strategy with network interactions to create social conversations that move markets." —Ardath Albee, author of eMarketing Strategies for the Complex Sale "A fascinating exploration at how you track and increase your online influence. Real-world strategies for real-world companies." —Randy Gage, author of Prosperity Mind

Making a detailed contribution to geographies of air transport and aeromobility, this book examines the practices and processes that produce particular patterns of air transport provision both regionally and globally. In so doing, it updates the seminal contributions of Eva Taylor (1945), Kenneth Sealy (1957), Brian Graham (1995) and others to the study of air transport geography. Leading scholars in the field offer a unique insight into the key developments that have occurred in the field and the implications that these developments have had for geography, geographers, and global patterns of past, present and future air transport. Although globalization and liberalization processes have greatly expanded the demand for air transport over the last two decades, the industry has experienced several major setbacks due to economic, security, and environmental concerns. Many of these impacts have been much more pronounced in some regions, such as North America and Europe while others, such as Asia-Pacific have not been as adversely affected. Accordingly, there is a clear need to examine these recent economic and geopolitical changes from a geographical perspective given the differentiated pattern of effects from global processes. Addressing this need, this volume opens with thematic chapters covering key topics such as the historical geographies, socio-cultural mobilities, environmental externalities, urban geographies, and sustainability of the global air transport industry, followed by regional analysis of the industry in Asia-Pacific, Latin America, Greater Middle East and Africa as well as North America and Europe.

Dr. Gary Chapman provides an easy-to-grasp framework to help couples understand their marriage and seven practical strategies for strengthening or improving their marriage relationship. A valuable resource for couples regardless of how long they've been married, this biblically based book is a reference tool to help couples through every season of marriage. Which Season of Marriage Are You In? Summer - A deep sense of satisfaction and security characterizes marriages in summer. Make the most of this season and help identify the hidden conflicts that can surface and threaten your contentment and stability. Spring - Spring represents a time of hopefulness and new beginnings. Discover new ways of listening and loving and awareness of the unexpected irritations that can disrupt this positive season. Winter - Winter relationships are distant and difficult. Marriage is much harder during the season of cold silences and bitter winds, but once you and your spouse develop a vocabulary for melting the ice, you'll soon be on your way to warmer, happier times. Fall - Fall carries with it the unwanted change, uncertainty, and unsettledness that all couples face during the life of their marriage. Learn how to navigate this turbulent season, plant the seeds of hope and avoid the threatening winds of winter. "

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