

Download Superconnect Harnessing The Power Of Networks And Strength Weak Links Richard Koch

Contacts and links between people connect us all and it is how we use these superconnectors to our advantage as to whether or not we become successful in getting what we want and need. Great book. I would recommend all of Richard Koch's books beginning with the 80/20 Principle which changed how I viewed everything in business and my personal life. In this case, that big idea is that *we are under-using our weak links*. Weak links are people we know, but don't meet with too often. Superconnect gives you plenty of advice for how to (1) increase your network, (2) use it more effectively, (3) be more liked/join the right groups, and (4) increase the serendipity in your life. Highly recommended. I found the first 30% of the book especially good. Just finished SUPERCONNECT by Richard Koch, the 80/20 guy. Eye opening perspective on "weak links" The idea is counter intuitive. This book has completely changed the way I look at relationships and networking, and more importantly this book has transformed my networking strategy. Right now I'm reading "Who's Got Your Back" by Keith Ferrazi that espouses the exact opposite perspective... The most awesome part is that both are right. Basically they are saying that weak links provide for growth. In fact, Superconnect provides studies about gangs and only Strong Links does not provide for growth and in fact inhibits growth. This is the old adage that birds of a feather flock together and without outside weak link influence, there is no change and no growth.