



You've heard of financial capital, but do you know about social capital?

Social capital is the international currency of networking, especially business networking. Social capital is accumulated by providing help, advice, information, referrals, and other benefits to fellow networkers, with no thought of quid pro quo. Like financial capital, social capital is accumulated by individuals and used in the production of wealth.

Throughout this nation's history, networking, and the social capital it created both socially and professionally came naturally, especially in smaller communities. But as villages grew into towns, towns into cities, and cities into megalopolises, the sense of community and the close, personal business relationships that went with it, gradually disappeared.

Now, Dr. Ivan Misner, founder and chairman of BNI, the world's largest business networking organization, along with networking experts David Alexander and Brian Hilliard fill the vacuum created by the disappearance of community-based networking and the rise of non-face-to-face communication, and teach business people how to once again develop the strong contact networks needed to offer, earn, and accumulate social capital.

In their new book, *Networking Like A Pro: Turning Contacts into Connections*, Misner and his co-authors show business owners the true value in helping others through networking so that they become a person whom others wish to help whenever an opportunity to do so presents itself. Sharing powerful secrets, these networking pros show networkers how to reach quality prospects, leverage their contacts, motivate ongoing referrals, and even, track their success.

Networking Like A Pro: Turning Contacts into Connections will be available January 1, 2010 at all major bookstores and online booksellers. An advanced copy and possible feature article enclosed for your review.

To arrange an interview with the authors or for more information on this new Entrepreneur Press title please contact me at jmctigue@entrepreneur.com or 949-622-5274.

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