



Superconnect: How the Best Connections in Business and Life Are the Ones You Least Expect

By Richard Koch, Greg Lockwood

Little, Brown Book Group, United Kingdom, 2011. Paperback. Book Condition: New. 194 x 126 mm. Language: English . Brand New Book. Networks rule the world. Take any organization: a corner shop, a new venture, a gang of drug traffickers, the United Nations, Google, the place you work. They are all networks, with their own rules and values and ways of communicating. Everybody belongs to networks and they make a huge difference to our lives - to our happiness and to our opportunities. SUPERCONNECT looks at how the successful and fortunate few behave - and shows that if you want to be one of them, you have to play by the network rules. Acquaintances, friends of friends, distant neighbours, random encounters - all can put us in touch with new, different worlds that bring big breaks or surprising sources of happiness. We are becoming more and more connected - via the web, mobile phone technology and global media. How does this affect us? And how can we make the most of these connections?.



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