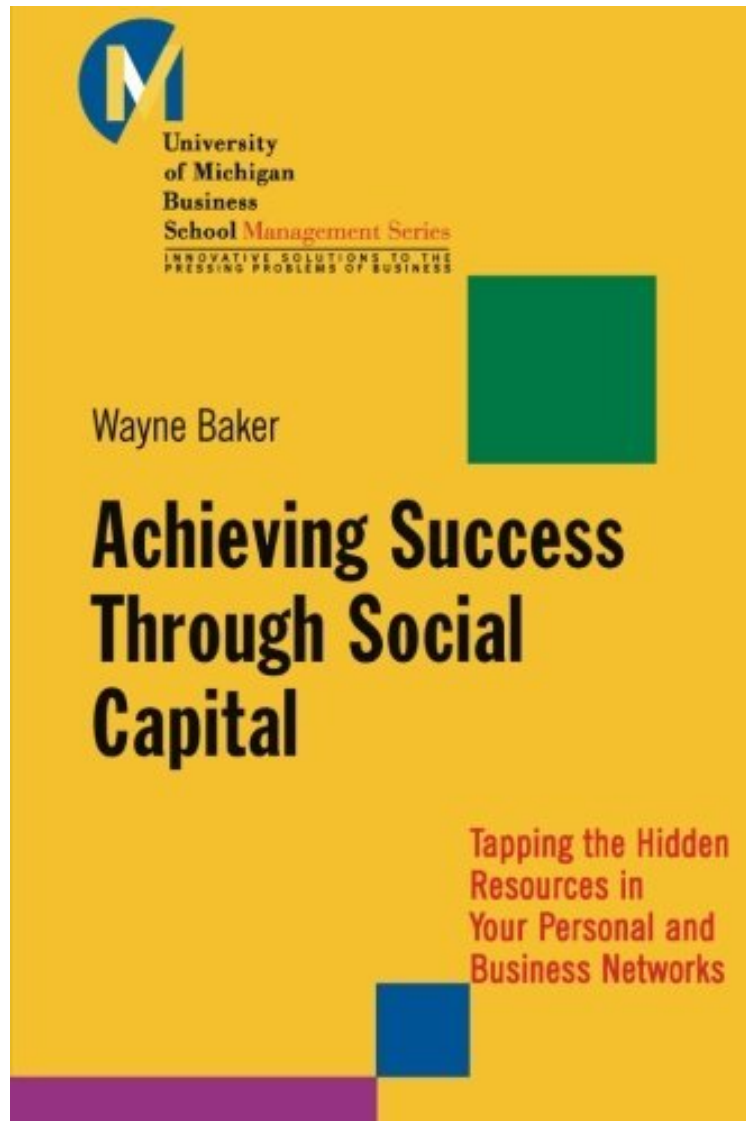


[PDF] Achieving Success Through Social Capital: Tapping the Hidden Resources in Your Personal and Business Networks (J-B-UMBS Series)

## Achieving Success Through Social Capital: Tapping the Hidden Resources in Your Personal and Business Networks (J-B-UMBS Series)

Wayne E. Baker

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Interesting insight in great detail and well thought out  
0 of 0 people found the following review helpful. Great guideline for assessing and improving your network  
By Kathryn D. Love  
Love this book. Was used as my textbook for a Social Capital class in graduate school. Really practical info in an easy-to-follow format. Perfect for anyone who wants to systematically assess and strengthen their networks. Also provides great background on the benefits of improving social capital.  
3 of 4 people found the following review helpful. The real scoop on "networking"  
By Donald Steiny  
There are numerous books on "networking," with titles like "how to work a room." The theme is to get lots of names of people that you can call when you want to sell them something.  
Wayne Baker is a respected researcher of social networks. This book gives a step-by-step method of analyzing one's own social networks and through them, learning more about oneself. These social networks are not groups of people that you socialize with, but rather the core people that make up your life, your family, your co-workers and others.  
Having diverse social networks is a good indicator of many metrics of success and happiness. People with diverse social networks make more money, get promoted faster, ... they even get fewer colds. But how diverse is your social network? How can you improve it? This book shows how to figure it out and teaches about social networks while doing it.

A Book in the University of Michigan Business School Series  
You can build it. You can use it. You'll prosper if you do. Discover a step-by-step program for tapping the hidden resources in your business, professional, and personal networks: your social capital. Here, an expert on building connections shows how building rich social capital produces higher pay, faster promotions, better jobs, breakthrough ideas, new business opportunities, and profitable companies. You'll learn how to develop your own social capital and use it to attain your personal and professional goals and, in the process, enhance your own health and emotional well-being.

From the Inside Flap  
Why do some people prosper while others struggle? The difference is more than what they know. It's also who they know. Successful people know how to improve their wealth, health, and happiness by creating rich social capital, tapping the hidden resources in their business, professional, and personal networks.  
Achieving Success Through Social Capital is your hands-on guide to success through building and using your social capital. You'll learn why rich social capital produces higher pay, faster promotions, better jobs, breakthrough ideas, new business opportunities, and profitable companies. Rich social capital can even make you luckier. You'll also learn why good networks are essential for your health and emotional well-being, and for a meaningful life even a longer life.  
With his 1994 business bestseller *Networking Smart*, Wayne Baker established himself as a leader in the social capital field. In this new book, he incorporates the latest findings about social capital into an empowering, practical, step-by-step program. He shows you how to move beyond the myth of individualism to the recognition that we are all connected and that connections are the keys to success. He guides you through the process of evaluating the quality of your current networks, improving your networks by applying dozens of proven practices, and using your social capital to invoke the power of reciprocity, helping yourself by contributing to others.  
Baker has helped thousands of people, companies, and associations discover the power of social capital, take charge of their networks, and create the vibrant networks they need to support their missions and achieve their goals. His books, workshops, and business courses enable people to learn, apply, and benefit from the universal principles of networks.  
Whether you're an entrepreneur with a growing business, a corporate executive trying to manage change, or a free agent in transition discover the power of social capital. Learn to value connections, reinvent your networks, and create blockbuster results. This book will show you how.  
About the Author  
WAYNE BAKER is professor of

organizational behavior at the University of Michigan Business School. He puts his knowledge into action through his work with HUMAX Corporation, an assessment and training firm specializing in personal and organizational development. In addition to his business bestseller, "Networking Smart," he has published numerous articles on business and social networks. He leads workshops and gives lectures around the world on the power of social capital. Email: wayneb@HUMAXnetworks.com