

Get to the Top

Suhel Seth

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GET to the TOP

The ten rules
for social success

SUHEL SETH

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When it comes to getting ahead in life, who we know is as important as what we do. How do you draw people to you? Impress the powerful? Make an impact and extend your circle of acquaintances? Cultivate influential friends? Suhel Seth, a man who knows almost everyone there is to know in the country, brings you the ultimate guide to social success. From the secret to throwing a successful party to the benefits of befriending the less important half of a couple, he gives you practical advice and strategies to become a successful networker. Inspiring, provocative, and wise, *Get to the Top* is the ultimate book about wielding soft power.

About the Author Suhel Seth is the Managing Partner of Counselage India, the only strategic brand management and marketing consultancy in the country advising chairpersons and CEOs on branding and marketing. His clients include R.K. Krishna Kumar of the House of Tata, S. Ramadorai of TCS, Anajit Singh of Max Hospitals, Pawan Munjal of Hero Honda, Sanjiv Goenka of the RPG Group, and Prannoy Roy of NDTV. Suhel writes columns in *The Financial Times*, *Hindustan Times*, *The Telegraph*, and *The Indian Express* on current affairs and has co-authored two books on Calcutta with Khushwant Singh and R.K. Laxman.