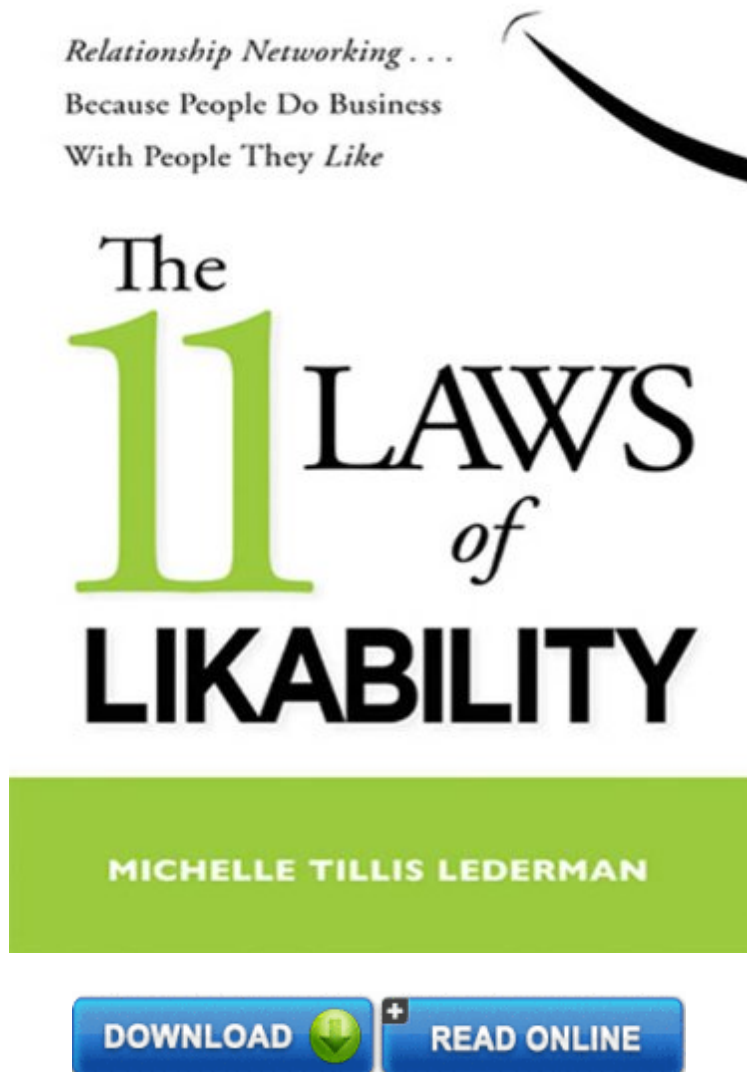


[Pdf free] The 11 Laws of Likability: Relationship Networking . . . Because People Do Business with People They Like

The 11 Laws of Likability: Relationship Networking . . . Because People Do Business with People They Like

Michelle Tillis LEDERMAN
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Michelle Tillis LEDERMAN : The 11 Laws of Likability: Relationship Networking . . . Because People Do Business with People They Like before purchasing it in order to gauge whether or not it would be worth my time, and all praised The 11 Laws of Likability: Relationship Networking . . . Because People Do Business with People They Like:

1 of 1 people found the following review helpful. FantasticBy TheoI thoroughly enjoyed this book. Overall, I found it to be extremely well written, organized, and gave practical advice. There are many relationship/networking books on the market. Although I have not read them all, I will say that 11 Laws of Likability gave applicable situations and opportunities to practice the skills mentioned in the books. I also found it useful that Michelle included chapter

summaries that highlighted the main points and key sections of the chapter. It allowed me to refresh and understand what I just read and how to apply it in my daily relationships. The only section where I was a little confused on was the personality types in chapter 4. I am more familiar with Myers Briggs instead of the angles, circle, zigzag, and lines. However, I do realized how these four personality types are more applicable to a business setting and are easier to remember than all 16 Myers Briggs personality types. My favorite chapter in the book was the final chapter, patience (the area in my own life where I heavily struggle). It nicely concluded the importance of cultivating authentic relationships. Great job Michelle! I hope you have plans on writing another book! 3 of 3 people found the following review helpful. It's NOT about people pleasing....By Peggy...it's about being aware of how you interact with the world and how that world interacts with you. It's about how to maximize your authenticity to the people in your world and proactively manage ways to make adjustments if you need them. I have been hanging on every word of the "11 Laws of Likability." It's one of the best investments I ever could have made at this point in my life! I listen to the CDs as I commute to work. As everyone's, my time seems to vanish into thin air everyday as I address all of my responsibilities. It's tough for me to find time left over to invest in my development, yet I am finding the need for fresh ideas to redefine myself as I embark in a new phase in my life. Using the time to commute to work by listening to Michelle's ideas is an incredibly valuable use of my time. Not only are the concepts enormously valuable, but her examples and descriptions make everything easy to relate to and immediately applicable. Michelle's words are inspirational, motivational and exciting. I very much enjoy her down-to-earth style that allows the reader/listener to remove the drama from the world. She gives permission to become the best we can be, instead of trying to develop in ways that just don't feel right! Staying authentic is refreshing these days - for others and ourselves -- Michelle motivates me to look at who I really am and give the world the best of ME. I wholeheartedly encourage others to embrace these laws! Thank you, Michelle! 1 of 1 people found the following review helpful. Important Contribution To Nurturing Our NetworksBy Mark L. HedquistThis important contribution digs deep into self awareness development regarding the all important business principle of networking. Michelle eloquently encourages us to focus on building valuable relationships as the overarching objective for why we network. Being likable is based on being authentic and real. Michelle weaves her narrative around this foundation. We must be ourselves in all social settings so that we can both spark interest in others perception of us and allow for growing the all important relationship. Such things as being curious about people, active listening and giving are explored. Staying 'top of mind' for others can be achieved as we learn how to manage and nurture these relationships in our careers and personal lives. I endorse this book as well worth the read as being likable is critical for influencing others and managing our personal brand.

We all know that networking is important, and that forming relationships with others is a vital part of success. But sometimes it seems like networking removes all emotions from the equation and focuses only on immediate goalshellip;whereas the kind of relationships that have true staying power, give us joy, and support us in the long run are founded on simply liking each other. This book, featuring activities, self-assessment quizzes, and real-life anecdotes from professional and social settings, shows readers how to identify what's likable in themselves and create honest, authentic interactions that become "wins" for all parties involved. Readers will discover how to: • Start conversations and keep them going with ease • Convert acquaintances into friends • Uncover people's preferences and tweak their own personal style to enable engaging, reciprocal interactions • Create follow-up and stay in others' minds long after the initial meeting The worst thing we can do when trying to establish a personal bond with someone is to come across as manipulative or self-serving. Authentic connections go much deeper—and feel much easier—than trying to hit self-imposed business card collection quotas. This book presents a new paradigm that shows how even the most networking-averse can network—and like it.

• show readers how to identify what's likable in themselves and create honest, authentic interactions that become "wins" for all parties involved. --Foreword This Week • basic drivers of likability are the same for most of us • 11 Laws of Likability has summarized these nicely • How high would you score on the likability scale? --Martin Zwilling, Forbes.com "...not just for people to grow and establish entrepreneur relationship, but also for the jobseeker who struggles with connecting with employers...I highly recommend to buy her book." --The Voice of Job Seekers • This book is a fit for just about any B2B setting you can think of. Who doesn't want to be perceived as likable. --blogcritics.org "Lederman outlines some ways to bolster your self-image and help you project an authentic image that will attract others and help lead you to the success you desire." --USAToday.com • Read the essential and timeless wisdom filled book • Liking others, and having them also like you, transforms business into pleasurable personal relationships that benefit everyone. --Blog Business World • a superb addition to your personal library and it would also make a great gift." --Kennedy s "While valuable in business situations, the wisdom which the book contains can be applied to any relationship...it's upbeat, supportive, and full of good advice." --Anna Jedrzewski, Retailing Insight • This book is recommended for professionals who struggle with or dislike networking. A great resource to read and reread." -- Genealogist Quarterly From the Back Cover We all know that networking is important for success, but

the networking tactics we read about take a lot of work—and can feel so phony! Wouldn't it be great if you could network in a more relaxed, authentic way? The 11 Laws of Likability reveals a painless new way to network that's based on one simple truth: People do business with people they like. In this empowering book, you'll learn how to identify and accentuate your most likable characteristics, and also how to:

- Start conversations and keep them going with ease
- Avoid coming across as manipulative or self-serving
- Convert acquaintances into friends
- Tweak your own personal style to enable engaging interactions with different kinds of people
- Stay in others' minds long after your initial meeting
- And more.

Featuring real-life scenarios and packed with activities and self-assessment quizzes, this powerful yet down-to-earth book will help bring to light all of your natural likability—and give you easy, comfortable methods for creating honest, enjoyable interactions that become "wins" for you and for all parties involved. Forming relationships is the foundation of success. And once you discover "The 11 Laws of Likability," your road to success in any field will be faster and more enjoyable than you ever imagined.

"A must-read for anyone interested in how to effectively leverage your network—by just being yourself." —Tiffany Dufu, President, The White House Project

"WOW, I simply love this book. Lederman's insights, gems, and nuggets of brilliance are a must-read for all those climbing the ladder of success in business and life." —George C. Fraser, author, *CLICK: Ten Truths for Building Extraordinary Relationships*

MICHELLE TILLIS LEDERMAN is founder and CEO of Executive Essentials, which provides customized communication and leadership programs. She is an adjunct professor at NYU's Stern School of Business and a faculty member of the American Management Association. In keeping with her belief that real relationships lead to real results, Lederman specializes in teaching people how to communicate to connect. She has delivered seminars internationally for Fortune 500 companies, nonprofits, and universities. She is a graduate of Lehigh University and Columbia Business School.

About the Author MICHELLE TILLIS LEDERMAN is founder and CEO of Executive Essentials, which provides customized communication and leadership programs. She is also an adjunct professor at NYU Stern School of Business and a faculty member of the American Management Association. She specializes in enhancing interpersonal communications and has delivered seminars internationally for corporations, universities, and nonprofit organizations including JPMorgan Chase, Morgan Stanley, Deutsche Bank, Columbia Business School, and The Museum of Modern Art.