

An Introduction to Networking With Integrity: Selected Bibliography (Some of Riça's Favourites)

A networker's half-dozen: My favourite networking-related books

- Baber, Anne, and Lynne Waymon. *Great Connections: Small Talk and Networking for Businesspeople*, 2nd ed. Manassas Park, VA: Impact Publications, 1992.
- . *Make Your Contacts Count: Networking Know-How for Business and Career Success*, 2nd ed. NY: Amacom, 2007.
- Baker, Wayne E. *Networking Smart: How to Build Relationships for Personal and Organizational Success*. NY: McGraw-Hill, 1994.
- . *Achieving Success Through Social Capital: Tapping Hidden Resources in Your Personal and Business Networks*. NY: Jossey-Bass, 2000.
- Misner, Ivan R., with Michelle R. Donovan. *The 29% Solution: 52 Weekly Networking Success Strategies*. Austin, TX: Greeleaf, 2008.
- Sher, Barbara, and Annie Gottlieb. *Teamworks!* NY: Warner Books, 1989.

Other excellent networking-related books

- Benton, Steve, and Melissa Giovagnoli. *The Wisdom Network: An 8-Step Process for Identifying, Sharing, and Leveraging Individual Expertise*. NY: Amacom, 2006.
- Burg, Bob. *Endless Referrals: Network Your Everyday Contacts Into Sales*, 3rd ed. NY: McGraw-Hill, 2005.
- Comm, Joel. *Twitter Power: How to Dominate Your Market One Tweet at a Time*. Hoboken, NJ: Wiley, 2009.
- Easto, Larry. *Networking Is More Than Doing Lunch: Big Networking Ideas for Small Business*. Toronto: McGraw-Hill Ryerson, 1999.
- Ferrazzi, Keith, with Tahl Raz. *Never Eat Alone: And Other Secrets to Success, One Relationship at a Time*. NY: Currency/Doubleday, 2005.
- Giovagnoli, Melissa, and Jocelyn Carter-Miller. *Networkling: Building Relationships and Opportunities for Success*. San Francisco: Jossey-Bass, 2000.
- Fisher, Donna. *Professional Networking for Dummies*. NY: Hungry Minds, 2001.
- , and Sandy Vilas. *Power Networking: 59 Secrets for Personal and Professional Success*, 2nd ed. Austin, TX: Bard Press, 2000.
- Harrell, Keith. *Connect: Building Success Through People, Purpose, and Performance*. NY: Collins, 2007.
- Elad, Joel. *LinkedIn for Dummies*. Hoboken, NJ: Wiley, 2008.
- Levinson, Jay, and Monroe Mann. *Guerrilla Networking: A Proven Battle Plan to Attract the Very People You Want to Meet*. NY: Morgan-James, 2008.
- Mackay, Harvey. *Dig Your Well Before You're Thirsty: The Only Networking Book You'll Ever Need*. NY: Doubleday, 1997.
- Mandel, Thomas, and Gerard Van der Leun. *Rules of the Net: Online Operating Instructions for Human Beings*. NY: Hyperion, 1996.
- Wall Street Journal/National Business Employment Weekly. *Networking: Insiders' Strategies for Tapping the Hidden Market Where Most Jobs Are Found*. Hoboken, NJ: Wiley, 1994.
- Spiegel, Jill. *Flirting for Success: The Art of Building Rapport*. NY: Warner Books, 1994.

Marketing books that go beyond networking

- Bly, Robert W. *Selling Your Services: Proven Strategies for Getting Clients to Hire You (or Your Firm)*. NY: Henry Holt, 1991.
- . *Keeping Clients Satisfied: Make Your Service Business More Successful and Profitable*. Englewood Cliffs, NJ: Prentice Hall, 1993.

An Introduction to Networking With Integrity:
Some of Riça's Favourites (continued)

- Cathcart, Jim. *Relationship Selling: The Eight Competencies of Top Sales Producers*. Washington, DC: Leading Authorities Press, 2002.
- Connor, Dick, and Jeffrey P. Davidson. *Marketing Your Consulting and Professional Services*, 3rd ed. Toronto: Wiley, 1997.
- Davidson, Jeffrey P. *Blow Your Own Horn: How to Get Noticed and Get Ahead*. NY: Berkley, 1991.
- Edwards, Paul. *Getting Business to Come to You*, 2nd ed. Los Angeles: Jeremy P. Tarcher/Putnam, 1998.
- Good, Edward C., and William G. Fitzpatrick. *Does Your Resume Wear Blue Jeans?: A Student's First Guide to Finding a Real Job After College*. Rocklin, CA: Prima, 1993.
- Hakim, Cliff. *We Are All Self-Employed: How to Take Control of Your Career*, 2nd ed. San Francisco: Berrett-Koehler, 2003.
- Hayden, C.J. *Get Clients Now: A 28-Day Marketing Program for Professionals, Consultants, and Coaches*, 2nd ed. NY: Amacom, 2007.
- Henderson, Joanna, and Betty Lou Marple. *Zingers: A New Approach to Getting a Job, Changing Careers, and Getting Ahead*. NY: Amacom, 1988.
- Horn, Sam. *POPI: Stand Out in Any Crowd*. NY: Perigree, 2006.
- Johnston, Karen, and Jean Withers. *Relationship Selling: Building Trust to Sell Your Service*, 2nd ed. Vancouver: International Self-Counsel Press, 1992.
- Kent, Peter. *Making Money in Technical Writing*. NY: Macmillan, 1998.
- Leeds, Dorothy. *Marketing Yourself: The Ultimate Job-Seeker's Guide*. NY: HarperCollins, 1992.
- . *Smart Questions: Interview Your Way to Job Success*. NY: Harper, 1993.
- Levinson, Jay, and Seth Godin. *Guerrilla Marketing for the Home-Based Business*. Boston: Houghton Mifflin, 1995.
- , Mitch Meyerson, and Mary Eule Scarborough. *Guerrilla Marketing on the Internet: The Definitive Guide from the Father of Guerilla Marketing*. Irvine, CA: Entrepreneur Press, 2008.
- Lichtenberg, Ronna. *Pitch Like a Girl: How a Woman Can Be Herself and Still Succeed*. NY: Rodale, 2005.
- Maxwell, Richard, and Robert Dickman. *The Elements of Persuasion: Use Storytelling to Pitch Better, Sell Faster, and Win More Business*. NY: Collins, 2007.
- Phillips, Michael, and Salli Rasberry. *Marketing Without Advertising: Easy Ways to Build a Business Your Customers Will Love and Recommend*, 6th ed. Berkeley, CA: Nolo Press, 2008.
- Port, Michael. *Book Yourself Solid: The Fastest, Easiest, and Most Reliable System for Getting More Clients Than You Can Handle Even If You Hate Marketing and Selling*. Hoboken, NJ: Wiley, 2006.
- Putman, Anthony O. *Marketing Your Services: A Step-by-Step Guide for Small Businesses and Professionals*. Toronto: Wiley, 1990.
- Rivers, Dyanne. *The Business of Writing: The Canadian Guide for Writers and Editors*. Toronto: McGraw-Hill Ryerson, 1994.
- Silber, Lee. *Self-Promotion for the Creative Person: Get the Word Out About Who You Are and What You Do*. NY: Three Rivers, 2001.
- Slutsky, Jeff, and Marc Slutsky. *How to Get Clients*. NY: Warner, 1992.
- Stoyan, Tom. *101 Ideas to Increase Sales Now!* Woodbridge, ON: Tom Stoyan Seminars Inc., 1991).
- Wilson, Jerry R. *Word-of-Mouth Marketing*. Hoboken, NJ: Wiley, 1994.
- Withers, Jean, and Carol Vipperman. *Marketing Your Service*. 4th ed. Vancouver: Self-Counsel Press, 2003.

An Introduction to Networking With Integrity:
Some of Riça's Favourites (continued)

Yudkin, Marcia. *Persuading on Paper: The Complete Guide to Writing Copy That Pulls in Business*. Haverford, PA: Infinity, 2002.

Coping with anxiety, especially social anxiety (a.k.a. shyness)

Burns, David. *Feeling Good: The New Mood Therapy*, Rev. ed. NY: Signet/New American Library, 1999.

———. *The Feeling Good Handbook*, Rev. ed. NY: Penguin, 1999.

Butler, Pamela. *Talking to Yourself: Learning the Language of Self-Support*, Rev. ed. NY: Harper and Row, 1991.

Cheek, Jonathan, and Bronwen Cheek, with Larry Rothstein. *Conquering Shyness: The Battle Anyone Can Win*. NY: Dell, 1989.

Helgoe, Laurie. *Introvert Power: Why Your Inner Life Is Your Hidden Strength*. Naperville, IL: Sourcebooks, 2008.

Jeffers, Susan. *Feel the Fear and Do It Anyway*. Rev. ed. NY: Fawcett Columbine/Ballantine, 2006.

Nelson, Reva. *Risk It!: How to Overcome Fear and Make Smart Changes*. Toronto: Words.Worth Professional Communications, 1994.

Conversation, interaction, and listening skills

Albrecht, Karl. *Social Intelligence: The New Science of Success*. Hoboken, NJ: Wiley, 2006.

Bolton, Robert. *People Skills: How to Assert Yourself, Listen to Others, and Resolve Conflicts*. NY: Simon and Schuster, 1979.

Butler, Pamela E. *Self-Assertion for Women*, Rev. ed. San Francisco: Harper, 1992.

Fine, Debra. *The Fine Art of Small Talk: How to Start a Conversation, Keep It Going, Build Networking Skills—and Leave a Positive Impression!* NY: Hyperion, 2005.

Fisher, Roger, and Scott Brown. *Getting Together: Building Relationships As We Negotiate*. NY: Penguin, 1988.

Garner, Alan. *Con conversationally Speaking: Tested New Ways to Increase Your Personal and Social Effectiveness*, 3rd ed. Los Angeles: Lowell House, 1997.

Kaplan, Burton. *Everything You Need to Know to Talk Your Way to Success*. Englewood Cliffs, NJ: Prentice Hall, 1995.

Lowndes, Leil. *How to Talk to Anyone: 92 Little Tricks for Big Success in Relationships*. NY: McGraw-Hill, 2003.

———. *How to Instantly Connect to Anyone: 96 All-New Little Tricks for Big Success in Relationships*. NY: McGraw-Hill, 2009.

Patterson, Kerry, Joseph Grenny, Ron McMillan, and Al Switzler. *Crucial Conversations: Tools for Talking When Stakes Are High*. NY: McGraw-Hill, 2002.

———. *Crucial Confrontations: Tools for Talking About Broken Promises, Violated Expectations, and Bad Behavior*. NY: McGraw-Hill, 2005.

Scott, Susan. *Fierce Conversations: Achieving Success at Work and in Life, One Conversation at a Time*. NY: Berkley, 2004.

Schloff, Laurie, and Marcia Yudkin. *Smart Speaking: Sixty-Second Strategies*. NY: Henry Holt, 1991.

Stettner, Morey. *The Art of Winning Conversation*. Englewood Cliffs, NJ: Prentice Hall, 1995.

Walther, George R. *Power Talking: 50 Ways to Say What You Mean and Get What You Want*. NY: Putnam, 1991.

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Some of Riça's Favourites (continued)

Motivation, goal-setting, and discovering your life's work

- Boldt, Laurence G. *Zen and the Art of Making a Living: A Practical Guide to Career Design*. NY: Arkana/Penguin, 1993. [2nd edition forthcoming August 2009]
- Bronson, Po. *What Should I Do with My Life?: The True Story of People Who Answered the Ultimate Question*. NY: Ballantine, 2005.
- Edwards, Paul, and Sarah Edwards. *The Practical Dreamer's Handbook: Finding the Time, Money, and Energy to Live Your Dreams*. NY: Jeremy P. Tarcher/Penguin, 2000.
- Goodman, Michelle. *The Anti 9-to-5 Guide: Practical Career Advice for Women Who Think Outside the Cube*. Emeryville, CA: Seal, 2007.
- Levoy, Gregg. *Callings: Finding and Following an Authentic Life*. NY: Three Rivers, 1997.
- Lore, Nicholas. *The Pathfinder: How to Choose or Change Your Career for a Lifetime of Satisfaction and Success*. NY: Fireside, 1998.
- Lowe, Tamara. *Get Motivated!: Overcome Any Obstacle, Achieve Any Goal, and Accelerate Your success with Motivational DNA™*. NY: Doubleday, 2009.
- Moore, Thomas. *A Life at Work: The Joy of Discovering Who You Were Meant to Be*. NY: Broadway Books, 2008.
- Sher, Barbara. *It's Only Too Late If You Don't Start Now: How to Create Your Second Life at Any Age*. New York: Delacorte Press, 1998.
- . *Live the Life You Love: In Ten Easy Step-by-Step Lessons*. NY: Dell, 1996.
- . *Refuse to Choose!: Use All of Your Interests, Passions, and Hobbies to Create the Life and Career of Your Dreams*. NY: Rodale, 2006.
- , with Annie Gottlieb. *Wishcraft: How to Get What You Really Want*, 2nd ed. NY: Ballantine, 2003.
- , with Barbara Smith. *I Could Do Anything—If I Only Knew What It Was: How to Discover What You Really Want and How to Get It*. NY: Dell, 1994.

Romance meets reality: The special challenges
of being your own boss

- Abarbanel, Karin. *How to Succeed On Your Own: Overcoming the Emotional Roadblocks on the Way from Corporation to Cottage, from Employee to Entrepreneur*. NY: Henry Holt/The National Association for Female Executives Library, 1994.
- Edwards, Sarah, and Paul Edwards. *Secrets of Self-Employment*. Los Angeles: Jeremy P. Tarcher, 1996.
- Goodman, Michelle. *My So-Called Freelance Life: How to Survive and Thrive as a Creative Professional for Hire*. Berkeley: Seal, 2008.
- Maddox, Rebecca. *Inc. Your Dreams: For Any Woman Who Is Thinking About Her Own Business*. NY: Penguin, 1995.
- Wall Street Journal/National Business Employment Weekly. *Guide to Self-Employment: Career Alternatives Ranging from Consulting and Professional Temping to Starting or Buying a Business*. Washington, DC: National Business Employment Weekly, 1996.