

THE Networking Survival Guide

By Diane Darling

Book Synopsis

The Networking Survival Guide covers two essential aspects of networking:

1. Why we sometimes don't like it and what to do about that – the spiritual or internal aspect of networking
2. Best practices – clear, concise, straight forward how-tos that will give you confidence whenever you are interacting with someone else

In addition to her perspective, Diane interviewed a number of successful people and asked them to share their insights on networking.

Some of the "Profiles in Networking" include:

- Bob Metcalfe – Inventor of Ethernet, Founder of 3 Com, Columnist for InfoWorld and now a partner at Polaris Ventures
- "Desh" Deshpande – Founder & CEO of Sycamore Networks
- Pam Alexander – CEO of Alexander & Ogilvy
- Alan Webber – Founder of Fast Company
- Rick Colon – Latino Professional Network & Regional Director Public Affairs at Verizon
- Gail Snowden - Fleet
- Scott Kirsner – Writer for Fast Company, WIRED & The Boston Globe
- Rick Daniels – President of The Boston Globe
- Fred Rosen – COMDEX

The book outlines a process. You are asked to think about whom you know now and what you actually know about them. You are then invited to think about ways you can help others before you actually dive in and ask for help for yourself.

For those who are shy or introverted there are some exercises such as going for a walk and talking to people who have dogs. It gives you confidence and helps us understand that when we are focused on a conversation about someone or something else, we often feel calm.

She then shares ways we can present ourselves that will give us a sense of confidence.

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