



The maxim “It’s not what you know, it’s who you know” goes a long way toward explaining why some people are more successful in their careers than others. But it’s not only who you know. More important, it’s *what* you know about *who* you know. Just collecting business cards is pointless.

But as Jeffrey Meshel points out, most people can dramatically increase their “who you know” quotient once they understand the secrets of a master networker. Meshel, who now has more than 4,500 contacts in his Rolodex, shares the secrets that have helped him become a star in the financial world. For instance, he explains how to:

- stop thinking “What’s in it for me?” and start asking “How can I help you?”
- overcome shyness when meeting people
- learn how to sell yourself
- become a “connector” who puts others in touch
- plant seeds now that will eventually pay off

Filled with fascinating stories and easy-to-master lessons, *One Phone Call Away* is perfect for anyone who wants to capitalize on the strengths of friends, colleagues, and acquaintances—and take a career to the next level.

[http://www.amazon.ca/Phone-Call-Away-Jeffrey-Meshel/dp/1591840902/ref=sr\\_1\\_2/701-6322056-6391562?ie=UTF8&s=books&qid=1183484446&sr=1-2](http://www.amazon.ca/Phone-Call-Away-Jeffrey-Meshel/dp/1591840902/ref=sr_1_2/701-6322056-6391562?ie=UTF8&s=books&qid=1183484446&sr=1-2)