

Friends with Benefits

Networking in a new economy

Launch of book 'Friends with Benefits - Networking in a new economy'

Four years after his first book 'A Girlfriend in Every City', Geert is back with more stories, examples, quotes and glimpses into his life as a proactive networker. This time his focus is on the changed world in which we live and work today. In this new economy, networking has become more important than ever before ...

Cornwall, UK, November 2009 (UK + Worldwide launch)
Diest, Belgium, 21/11/2009 (Belgian launch-event)

Friends with Benefits – Networking in a new economy
(Geert CONARD)

ISBN 978-1-905823-64-2, Paperback, 132 pages

Available online at :

www.ecademy-press.com
www.amazon.co.uk
www.amazon.com

Official website : www.friends-with-benefits.eu

Book Description :

Geert Conard is one of the most connected people in Belgium and a Top Networker with worldwide recognition. In 'A Girlfriend in Every City', he shared his methods and insights for networking with people, whether online or face to face at networking events. Geert's networking has changed his life and he now works with people he hadn't met until he began sharing his ideas and thoughts with complete strangers. In 'Friends with Benefits' he focuses on the changed world in which we live and work today. In clear language he explains why you need to learn how to use tools such as Twitter to connect and communicate with your network.



Cover Testimonial :

"Geert Conard is one of the greatest networkers in the world today and from cover to cover, this book is bursting with the cutting-edge tips and insights that he himself used to become a master networker. His strategies will empower you to take significant steps forward in business and life and enable you to reach higher levels of success without spending another dime on marketing or publicity. Whether you're working on developing your face-to-face or online networking skills, this book will surely lead you to networking greatness."

Ivan Misner

NY Times Bestselling author and Founder of BNI
(www.bni.com)

About the Author :

Geert Conard has spent a lifetime as Sales Manager in the computer industry, focussed on the SME market. Additionally he has been a successful ICT journalist. As well as selling, he also managed and coached a group of freelance ICT professionals. As a group, their services are still used today by Internet service providers. His cooperative leadership style has always been effective in gaining respect from staff and clients.

Geert is pro-actively involved in social media and social business networking. Since he joined online networks such as Ecademy and LinkedIn in early 2004, he became one of Belgium's Top Networkers on most online networks. His reputation and knowledge are known all around and today he is a high demanded public speaker, writer and trainer on the topic of social media.



Excerpted from Friends with Benefits.

Copyright © 2009. Reprinted by permission. All rights reserved.

As long as human beings walk this earth, times will change and the way we live and work will evolve. Millions of years ago it all started with the oldest profession known to mankind. No, it's not what you think, because before any transaction was ever made there must have been some negotiation. So "Sales" is definitely the oldest profession in the world. Word-of-mouth marketing must have been the oldest promotional tool around and still the strongest kind of marketing today. But some things did change ... and it weren't even small changes.

Just 40 years ago our parents and grandparents were living in a totally different world. More or less half of the professionally active people were working as employees in corporate companies and large factories, producing consumer goods and feeling protected by their unions. The owners and managers of the factories spend a lot of money on marketing and publicity, pushing the goods towards the market.

Today we already live in a totally different economy. It seems everything has shifted gear and the way we live and work has shifted towards a much higher speed. Now we live in a world where much more people are self employed and much more people are working together in smaller companies. New technologies like the internet have allowed people to start new small businesses which they can run from home. Almost 500 million people are using the internet every single day.

A second reason for this shift are of course the unstable economies all around the world with major layoffs in almost every large company. Some of those people will choose not to be unemployed, but they will start their own (small) business instead. Those people who are not unemployed at this moment, will at least be looking for a second stream of income to still be able to pay the bills, take care of their family and live a decent life. The ambassador of the USA in Denmark states : 80% of the new jobs in the USA over the last 10 years are from start-ups !

In this new world of micro-companies, there are no large bags of money to spend on publicity. They also don't have all kinds of expertise within their company. The new entrepreneurs of today need to actively collaborate with others to achieve their goals

(...)

Press webpage including photo's and downloadable press release :

<http://www.friends-with-benefits.eu/presspub.html>

For more information please contact :



Geert CONARD, Public Speaker & Writer

E : info@geertconard.com
W : www.geertconard.com
T : +32 13 52 26 57
M : +32 496 12 77 10

