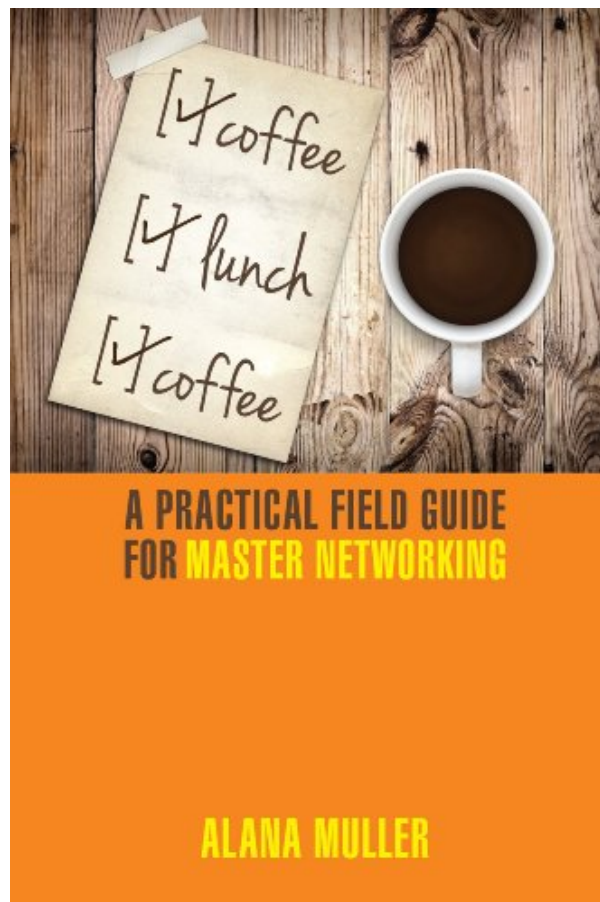
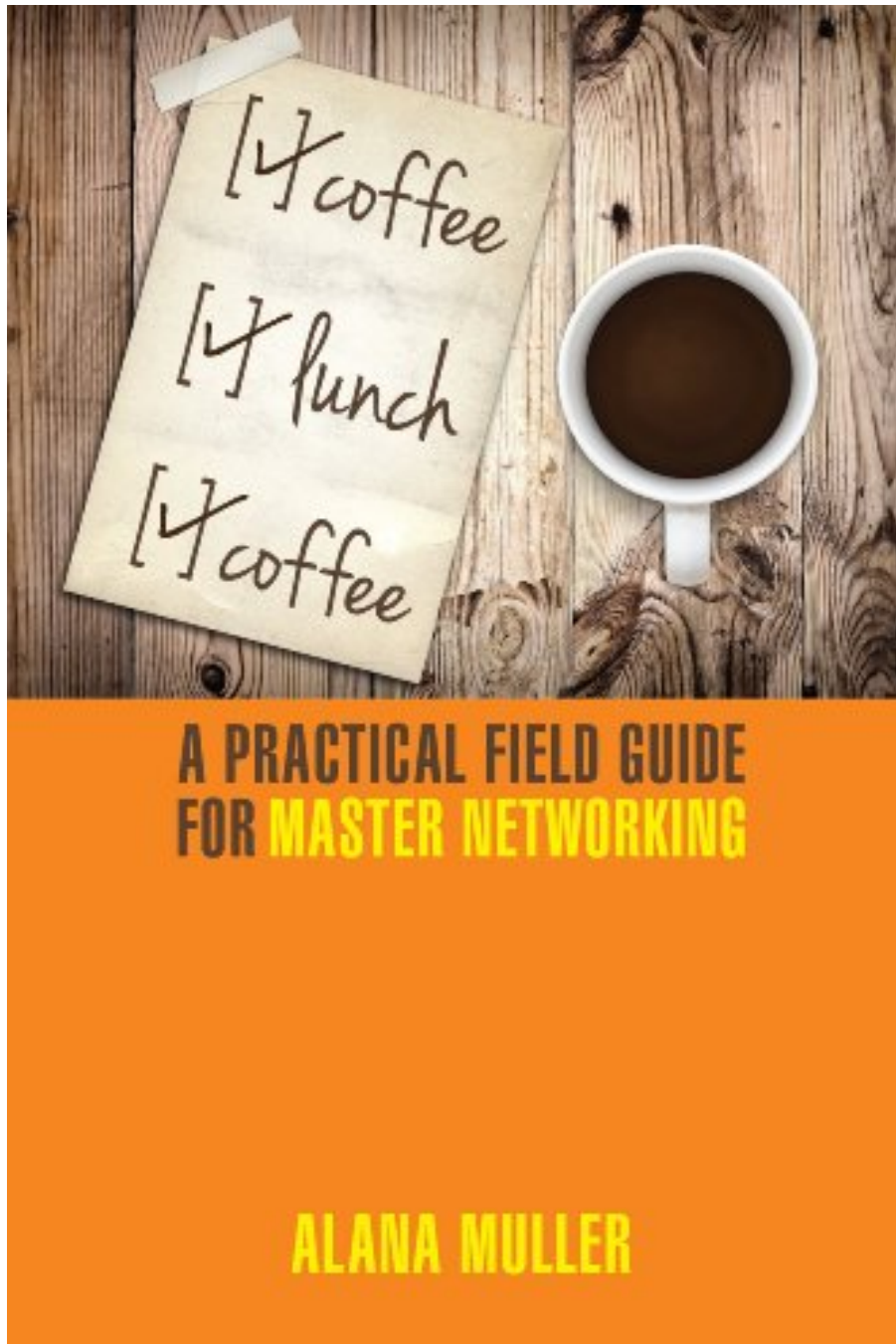


COFFEE LUNCH COFFEE: A PRACTICAL FIELD GUIDE FOR MASTER NETWORKING BY ALANA MULLER



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About the Author

Alana Muller is a speaker, consultant and author of a book, Coffee Lunch Coffee: A Practical Field Guide for Master Networking and a companion blog, CoffeeLunchCoffee.com. Her accessible, relevant, immediately actionable approach to professional networking for anybody interested in connecting with others, getting involved in their community, seeking to advance their career or looking to build social relationships, has helped thousands of people formulate a strategic mindset around networking while creating a game plan to get out there and connect. Alana consults with professionals and is a frequent lecturer and workshop facilitator on topics such as networking, entrepreneurship and women in business. She has been a contributor to Forbes.com, The Huffington Post, CNBC and other publications and was a featured speaker at TEDxOverland Park. Alana has a master's degree in business administration from the University of Chicago, where she was the recipient of the Mike and Karen Herman Fellowship for Women in Entrepreneurship, and an undergraduate degree in mathematics from Smith College. Connect with Alana at Alana@coffeelunchcoffee.com. Check out her blog at CoffeeLunchCoffee.com. And follow her on Twitter [#clcConnect](https://twitter.com/alanamuller).

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Coffee Lunch Coffee offers an accessible, relevant, immediately actionable approach to professional networking for anybody interested in connecting with others, getting involved in their community, seeking to advance their career or looking to build social relationships. It will help you formulate a strategic mindset around networking while creating a game plan to get out there and connect.

- Sales Rank: #311328 in eBooks
- Published on: 2012-09-30
- Released on: 2012-09-30
- Format: Kindle eBook

About the Author

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4 of 4 people found the following review helpful.

A Must-Read Book for a Connected World

By Duane Hallock

This book provides valuable advice on networking that I have not seen anywhere else. I first became acquainted with the author, Alana Muller, when I began reading her excellent blog on networking. Then, when I learned she had written a book on the topic, I ordered my copy within 30 minutes. The book contained great content not available on the blog itself.

Anyone in a job search should read the book and follow the author's very practical advice. Alana generously shares relevant stories, helpful checklists and valuable networking tips. Beyond that, though, she reframes the whole concept of networking. Instead of looking at it as a tactic to get something short-term, she encourages people to connect with each other as a natural way of life without expecting anything in return.

The book will benefit novice networkers and fresh college graduates, but even seasoned networkers will gain new understanding. Quite honestly, I view myself as a proficient networker, having been between jobs myself and using networking as a way to navigate my career transition. I am applying many of the ideas I learned in Alana's book, and I am sharing them with friends and family. As I personally can attest, the book is relevant to those of us who are not in a job search and who are not new to networking.

This book is a valuable manual for those who are committed to making "connectedness" a way of life. Buy it and read it. Then call me so we can have coffee and discuss what we both learned.

1 of 1 people found the following review helpful.

Master Networking Made (Really) Easy

By Ralph F. Munyan

My wife gave me this book when I was starting a job search. I had been told many times about the value of networking for personal and professional success, but I did not have a great understanding of either the "why" or the "how" of networking. This book provided me with both.

Regarding "why," the book articulates why networking is vital - not optional - for personal and professional success. Regarding "how," the book provides a wealth of essential networking tools, ideas, explanations, checklists, and tips.

Because the book is at once inspiring, encouraging, and practical, it became my day-to-day networking "bible." When I ran out of job searching steam, I read the book for encouragement. When I needed a certain phrase for an e-mail or a thank you note, I turned to the book for examples. When I needed to prepare for a networking meeting or event, I turned to the book to be reminded of key tips or steps.

The book is very easy and enjoyable to read. It is well written, thoughtfully laid out, illustrated with whimsical artwork, and filled with practical exercises.

I heartily endorse this book. I have found it an invaluable resource for expanding my network, fueling my job search, enhancing my relationships, and continuing my growth, both personally and professionally.

1 of 2 people found the following review helpful.

Great read

By Teddy Davis

I am not ordinarily a big reader but I found "CLC: A Practical Field Guide for Master Networking" a FANTASTIC resource for perspective on how to create meaningful interactions in the business world.

Muller's fun presentation of thoughtful and practical tips on connecting with others is a great howto for folks looking to maximize the effectiveness of leveraging their network. Especially helpful for executives, BD, and sales folks looking for ways to get to the next level.

Not to mention affordable and an easy read!

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