



Dig Your Well Before You're Thirsty: The Only Networking Book You'll Ever Need

By Harvey Mackay

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Dig Your Well Before You're Thirsty: The Only Networking Book You'll Ever Need By Harvey Mackay

Bestselling author Harvey Mackay reveals his techniques for the most essential tool in business--networking, the indispensable art of building contacts.

Now in paperback, **Dig Your Well Before You're Thirsty** is Harvey Mackay's last word on how to get what you want from the world through networking. For everyone from the sales rep facing a career-making deal to the entrepreneur in search of capital, **Dig Your Well** explains how meeting these needs should be no more than a few calls away. This shrewdly practical book distills Mackay's wisdom gleaned from years of "swimming with sharks," including:

- What kinds of networks exist
- How to start a network, and how to wring the most from it
- The smart way to downsize your list--who to keep, who to dump
- How to keep track of favors done and favors owed--Is it my lunch or yours?
- What you can do if you are not good at small talk

Dig Your Well Before You're Thirsty is a must for anyone who wants to get ahead by reaching out.

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Dig Your Well Before You're Thirsty: The Only Networking Book You'll Ever Need By Harvey Mackay Bibliography

- Sales Rank: #51948 in Books
- Brand: Currency Books
- Published on: 1999-02-16
- Released on: 1999-02-16
- Original language: English
- Number of items: 1
- Dimensions: 8.30" h x .70" w x 5.50" l, .57 pounds
- Binding: Paperback
- 336 pages



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Editorial Review

Review

"A mother lode of timely, hard-earned, bite-size, street-smart golden nuggets-- invaluable for job seekers, employed or unemployed."

--Stephen Covey

"[Harvey Mackay] joins Bob Townsend (**Up the Organization**) as master of brief, biting, and brilliant business wit and wisdom."

--Tom Peters

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"Harvey Mackay may be the most talented man I have met."

--Lou Holtz

"To read Harvey Mackay's 'cookbook for success' is to know Harvey. He'll share with you everything he knows--and I wouldn't hesitate a minute in taking his advice."

--Charles Schwab

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--Ted Koppel

And now get ready for the book Harvey Mackay was born to write and you were meant to read...

"If I had to name the single characteristic shared by all the truly successful people I've met over a lifetime, I'd say it is the ability to create and nurture a network of contacts."

From the Inside Flap

Bestselling author Harvey Mackay reveals his techniques for the most essential tool in business--networking, the indispensable art of building contacts.

Now in paperback, *Dig Your Well Before You're Thirsty* is Harvey Mackay's last word on how to get what you want from the world through networking. For everyone from the sales rep facing a career-making deal to the entrepreneur in search of capital, *Dig Your Well* explains how meeting these needs should be no more than a few calls away. This shrewdly practical book distills Mackay's wisdom gleaned from years of "swimming with sharks," including:

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