

Best books in the business

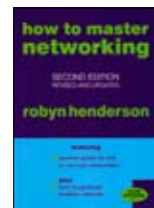
Whether it's for personal development or solving a problem in the workplace, AIM bookshops have books for all business situations. Here's this month's selection.

How to master networking (second edition)

Robyn Henderson

List price \$25

AIM Member price \$22.50



Written by Australia's own award-winning global networking specialist,

Robyn Henderson, *How to Master Networking* is for both beginners and seasoned networkers looking to improve this crucial skill. In fact, Henderson believes that networking is a life skill, not just a chore to be done when you want something.

In this revised edition, Henderson has included a 'Survival guide for shy or nervous networkers' that helps the reader by providing 75 hot tips to overcome fears. Know what to say with 'Golden Rules for Tongue Tied Networkers'.

With checklists on how to effectively handle business cards, monthly and yearly action plan templates etc, this book is a must-read.

Brilliant networking: What the best networkers know, do and say

Steven D'Souza

List price \$24.95

AIM Member price \$22.45

Who you know is every bit as important as what you know.



Author Steven D'Souza has outlined tips and techniques learned from the world's most successful

networkers. Learn how self-awareness, values and motivation are integral to the 'inner game' of business networking, and what you need to know and do before you even go ahead with your plans to create contacts.

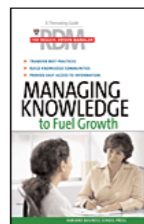
D'Souza also details how to use technology to build a great network, something of a crucial element in today's globalised and competitive world. He also shows how to overcome mistakes and rejection by practice, practice and more practice.

Influence: The psychology of persuasion

Robert Cialdini

List price \$35

AIM Member price \$31.50



Robert Cialdini believes that influence is a science, and explains the psychology behind why people say 'yes'.

A well-written and intelligent book, *Influence* introduces the reader to the author's six principles for ethical persuasion: reciprocity, scarcity, liking, authority,

>> best buy

Understanding influence for leaders at all levels

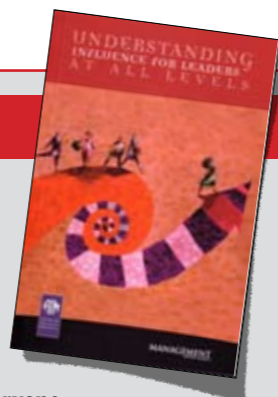
Multiple authors

List price \$34.95

AIM Member price \$31.45

Are you an influential employee?

From frontline manager to CEO, everyone needs to be aware of their sphere of influence. Nine leadership gurus provide insights on how to increase personal influence to achieve career goals and show how leaders at all levels can be influential in the workplace. Learn how to use influence positively to become a charismatic and persuasive networker.



social proof, and consistency. It does not matter if you are a manager, sales person, pastor, or non-profit volunteer, the ideas in this book, once applied, will make it easier for you to influence others and leverage the power that networking offers.

Click: Ten truths for building extraordinary relationships

George Fraser

List price \$39.95

AIM Member price \$35.95



In this book you will find 10 simple principles that will dispel your dread of networking

forever and reveal a proven path to success and happiness.

Imagine mastering the skills to create an extraordinary marriage, lifelong friendships, or powerful and enriching business relationships.

Click provides the tools to tap into the richest resource on the planet, other people, no matter how hard it's been for you to do so in the past.

Fraser hits the high point of building relationships and networking with *Click*: this includes being nice to everyone; being positive; see the good in people and actually say it to them.

Fraser has included an excellent section on holding your tongue when provoked. He quotes Sartre to great effect: "Words are loaded pistols". He states, "if you are the smartest person in it, you are building it the wrong way". Fraser shows how to do it the right way.

>> AIM national top 10 business books

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| 1. <i>Fish! Omnibus</i> | S. Lundin |
| 2. <i>CATS: The nine lives of innovation</i> | S. Lundin & J. Tan |
| 3. <i>Leadership & the one-minute manager</i> | K. Blanchard |
| 4. <i>Who moved my cheese</i> | S. Johnson |
| 5. <i>Management theory & practice</i> | K. Cole |
| 6. <i>The one-minute manager</i> | K. Blanchard |
| 7. <i>The Tao of coaching</i> | M. Landsberg |
| 8. <i>Fish! For life</i> | S. Lundin |
| 9. <i>How to be a great coach</i> | M. Cook |
| 10. <i>Consulting, contracting & freelancing</i> | I. Benjamin |

Networking for career success: 24 lessons for getting to know the right people

Diane Darling

List price \$14.95

AIM Member price \$13.45

Internationally recognised Diane Darling's *Networking for Career Success* reminds leaders that networking

is the art of building and sustaining mutually beneficial relationships. As Darling puts it, one should expect to give as well as receive.

This book shows professionals how to enhance their careers through effective networking. It covers everything from basics of networking to targeted techniques for making a career change, funding a new business venture, adding clients, and more.

Networking for Career Success provides you with 24 tips, tools, and lessons for building mutually beneficial relationships, then cultivating them as opportunities arise.

Networking Pocketbook (second edition)

Jon Warner et al

List price \$16.95

AIM Member price \$15.25



Though small in size, this book is not small on ideas. *The*

Networking Pocketbook details networking through four stages of the LINK philosophy: Learning, investing, nurturing and keeping. The author leads readers through the seven key competencies of networking.

Rather than showing what not to do, Warner focuses on positive thinking and networking. Enhance your professional and private life with this book.

Strategic networking: Your guide to networking excellence

Robyn Henderson et al

List price \$27.50

AIM Member price \$24.75

Networking is not a business practice, it is a lifestyle choice. People are always drawn to



others who are genuinely interested in helping them achieve success. The contributing

authors to *Strategic Networking* are all master networkers. Share their secrets, systems and approaches that will enable you to take your networking skills to the next level.

Networking for success: The art of establishing personal contacts

Nancy Flynn

List price \$23.95

AIM Member price \$21.55



Networking is a two-way street. Your success as a networker is dependent on your ability

to give as well as receive. Flynn states that "networking is the indispensable art of building long-term, reciprocal relationships", and she outlines how to create

a strategic networking plan that will enable you to create meaningful relationships to enhance your networking capabilities

Make your contacts count: Networking know-how for business and career success (second edition)

Anne Baber and Lynne Waymon

List price \$24.95

AIM Member Price \$22.45



For a boost of self-confidence and to give you the best tips on networking – whether you're a

business owner, in the sales area or just scouting around before making your next career move – you cannot go past *Make Your Contacts Count*. The book is filled with specific and lively examples that spark your imagination and build your confidence so that you too can be a great networker.

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