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For Immediate Release

# **The Connect Effect**

## **Building Strong Personal, Professional, and Virtual Networks**

### **By Michael Dulworth**

“Nothing is more important to the leader of the future than networking. *The Connect Effect* explains what you need to do and how to do it!”

—**Marshall Goldsmith**, author of *What Got You Here Won't Get You There*

Networking is not mere socializing—it is a vital personal and professional development skill. An effective network can make you more knowledgeable, help you address critical issues, accelerate your career, and even improve your health and well-being. As a recent article in MIT’s Sloan Management Review reports, “What really distinguishes high performers from the rest of the pack is their ability to maintain and leverage their networks.” Networking is simply too important to be left to chance.

In *The Connect Effect: Building Strong Personal, Professional, and Virtual Networks*, Michael Dulworth shows how to take a conscious, systematic approach to networking. After a short quiz to measure your “networking quotient” (NQ), *The Connect Effect* identifies three distinct kinds of networks: personal, professional, and virtual. Dulworth examines their specific characteristics and offers strategies, tools, and resources for building up and making the best use of each one. Stories from Dulworth’s twenty years of experience running networks, as well as interviews with top executives, researchers, and thought leaders, provide insights and advice about how networks function in the real world.

Few of us are born networkers, but anyone—introvert, extrovert, or in-between—can learn to master this important skill. And as you build your networks and the connections between members multiply, you’ll find that the benefits you gain grow exponentially. This extraordinary return on your networking investment is what Dulworth terms “The Connect Effect”—and in this book he shows how it can enrich every aspect of your life.

***More...***

*" The Connect Effect is a practical, advice filled, engaging book that will help its readers make significant improvements in their own networks effectiveness. It's a highly worthwhile read."*

—Rob Cross, Assistant Professor, McIntire School of Business, University of Virginia, author of *The Hidden Power of Social Networks*

*"Mike Dulworth provides the keys to networking in our fast-moving global society. His invaluable experience and advice can help novices and successful networkers achieve their optimum Networking Quotient and enhance their opportunities for personal and professional success."*

—Thurgood Marshall, Jr., Partner, Bingham McCutchen LLP, Former Assistant to President Clinton and Cabinet Secretary 1997-2001

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**Michael Dulworth** is CEO of Executive Networks, Inc. ([www.executivenetworks.com](http://www.executivenetworks.com)), the leader in executive networks for HR professionals in large organizations. He is the coauthor of or a contributor to seven books, including *Strategic Executive Development: The Five Essential Investments* and *Corporate Learning: Proven and Practical Guidelines for Building a Sustainable Learning Strategy*.

***The Connect Effect: Building Strong Personal, Professional, and Virtual Networks***

**By Michael Dulworth**

**Published by Berrett-Koehler Publishers, Inc.    ISBN: 978-1-57675-462-7**  
**and ASTD**

**Cloth**

**\$22.95**

**Number of Pages: 220**

**Publication Date: January 2008**