

Truth or Delusion?: Busting Networking's Biggest Myths

Ivan R. Misner



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Many books teach the "who / what / where / why / how" of professional networking. *Truth or Delusion* separates the reality from the fantasy by presenting Truths and Delusions about networking and then shows why they are either real or fakes. For example: **Delusion**: The best way to ensure referral success is to treat your referral sources by the "Golden Rule." Treat them the way you would want to be treated. **Truth**: The best way is to treat your referral sources the way THEY want to be treated. The referral process is more about emotion than facts. Find out how your referral sources want to be treated and how they would like you to treat their referrals.

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