



## Relationship Economics: Transform Your Most Valuable Business Contacts Into Personal and Professional Success

By David Nour

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### Relationship Economics: Transform Your Most Valuable Business Contacts Into Personal and Professional Success By David Nour

**A revised and updated guide to bridging relationship creation with relationship capitalization**

*Relationship Economics* isn't about taking advantage of friends or coworkers to get ahead. It's about prioritizing and maximizing a unique return on strategic relationships to fuel unprecedented growth. Based on the author's global speaking and consulting engagements, *Relationship Economics* reveals that success comes from investing in people for extraordinary returns. This revised and updated version explains the three major types of relationships—personal, functional, and strategic—and how to focus each to fuel enterprise growth. It introduces new concepts in relationship management, including the exchange of Relationship Currency, the accumulation of Reputation Capital, and the building of Professional Net Worth. These are the fundamental measures of business relationship, and once you understand them, you'll be able to turn your contacts into better executions, performance, and results.

"David Nour is the definitive expert on strategic relationships. He has captured practical, pragmatic, and timely insights in *Relationship Economics* and has been a valuable resource to my sales transformation efforts."

—**RANDY SEIDL**, Senior VP, Enterprise Servers, Storage and Networking, Americas, HP

"Although many understand the importance of relationships, the quantifiable and strategic values of relationships are often underemphasized. David Nour has done just that in *Relationship Economics*."

—**CRAIG LEMASTERS**, President and CEO, Assurant Solutions

"If a man is judged by the company he keeps, David Nour's *Relationship Economics* provides a systematic approach to building value in that judgment. The concepts reach well beyond networking to building lasting and productive relationships."

—**DENNIS SADLOWSKI**, former president and CEO, Siemens Energy & Automation, Inc.

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### Editorial Review

From the Inside Flap

What's the most valuable asset you or your business possesses? Is it your physical resources? Your intellectual properties? Your workforce? Your skills and knowledge?

All are important aspects of business success. But you can't get the most advantage from any one of them if you don't make the right strategic investments in your relationships. Relationship Economics takes a unique and strategic view of business relationships as a platform for long-term business growth and success. This goes far beyond simplistic "networking" or the exchange of business cards. Thinking strategically about business relationships is a proven way to move your business or career forward.

Based on interviews with more than 1,000 managers, directors, and executives from a wide range of companies, Relationship Economics reveals that success comes from investing in people for extraordinary returns. It introduces new concepts in relationship management, including the exchange of Relationship Currency, the accumulation of Reputation Capital, and the building of Professional Net Worth. These are the fundamental qualities and measures of business relationships, and once you understand them, you'll be able to turn your contacts into better execution, performance, and results.

Many of us are so busy we forget to take the time to build and nurture the key relationships that lead to long-term success. Relationship Economics turns business relationships into quantifiable variables based on proven concepts from the fields of business development and process optimization. You'll learn to develop the three major types of relationships—personal, functional, and strategic—and how to gain the most opportunity and value from each.

Relationship Economics isn't about taking advantage of friends or coworkers to get ahead. It's about building and maximizing relationships for a better career and a better life. In business and in life, nothing is more important than the company you keep.

From the Back Cover

"If a man is judged by the company he keeps, David Nour's Relationship Economics provides a systematic approach to building value in that judgment. The concepts reach well beyond networking to building lasting and productive relationships."

—Dennis Sadlowski, President and CEO, Siemens Energy and Automation, Inc.

"Relationship Economics is so much more than networking—it's a systematic approach to building and nurturing relationships to get things done."

—William L. Koleszar, Senior Vice President, Marketing, Citizens Financial Group/ Royal Bank of Scotland

"Social capital is essential for success, and Relationship Economics provides an approach to enhancing its value."

—Terry C. Blum, Director, Institute for Leadership and Entrepreneurship, Georgia Tech College of Management

"In the airline industry—or any industry for that matter—strategic relationships are instrumental to your success to drive profitable, long-term growth. David Nour has captured that essence in Relationship Economics."

—Randy Martinez, Col. USAF (Ret.) and former CEO, World Air Holdings, Inc.

"In Relationship Economics, David Nour highlights very timely concepts and successfully points out that with today's technology and global knowledge, we are able to formulate personal, functional, and strategic relationships essential to our success."

—Peter M. Sontag, Chairman, Orthopedic Development Corporation

"Forget cold calling. It's still about who you know, and Relationship Economics paves the fastest and most disciplined process for building a world-class portfolio of quantifiable and strategic business relationships."

—Greg Alexander, CEO, Sales Benchmark Index, and author of Making the Number and coauthor of Topgrading for Sales

"The Relationship Economics principles are critical to business, cultural, and diplomatic success. Look at any successful businessperson—they have done an outstanding job of managing their relationships, consistently over a long period of time."

—Ken Stewart, Commissioner – Economic Development, State of Georgia

"A fantastic read. Constantly weaving great ideas with practical applications. You'll never look at business relationships the same way again."

—Rick Frishman, founder, Planned Television Arts, and Publisher, Morgan James Publishing

#### About the Author

**David Nour** is the thought leader on Relationship Economics—the quantifiable value of business relationships. As CEO of The Nour Group, Inc., he works with global clients in driving unprecedented growth through unique return on their strategic relationships. David has pioneered the phenomenon that relationships are the greatest off-balance-sheet asset any organization possesses—large or small, public or private. He has been featured in various publications, including the *Wall Street Journal*, the *New York Times*, and *Forbes Small Business*. To learn more, visit [www.RelationshipEconomics.net](http://www.RelationshipEconomics.net).

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### **Robert Dougherty:**

Reading can called head hangout, why? Because if you find yourself reading a book especially book entitled Relationship Economics: Transform Your Most Valuable Business Contacts Into Personal and Professional Success your head will drift away trough every dimension, wandering in each and every aspect that maybe unfamiliar for but surely can be your mind friends. Imaging every word written in a guide then become one web form conclusion and explanation that maybe you never get before. The Relationship Economics: Transform Your Most Valuable Business Contacts Into Personal and Professional Success giving you another experience more than blown away your head but also giving you useful info for your better life in this era. So now let us demonstrate the relaxing pattern the following is your body and mind will be pleased when you are finished examining it, like winning an activity. Do you want to try this extraordinary wasting spare time activity?

### **Anthony Lainez:**

This Relationship Economics: Transform Your Most Valuable Business Contacts Into Personal and Professional Success is great e-book for you because the content that is full of information for you who always deal with world and possess to make decision every minute. This kind of book reveal it data accurately using great organize word or we can say no rambling sentences inside. So if you are read it hurriedly you can have whole information in it. Doesn't mean it only gives you straight forward sentences but tough core information with lovely delivering sentences. Having Relationship Economics: Transform Your Most Valuable Business Contacts Into Personal and Professional Success in your hand like getting the world in your arm, facts in it is not ridiculous one particular. We can say that no guide that offer you world within ten or fifteen small right but this reserve already do that. So , this can be good reading book. Hey Mr. and Mrs. active do you still doubt this?

### **Jesus Rhode:**

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