



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

David Nour

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"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

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