

# Superconnect: Harnessing The Power Of Networks And The Strength Of Weak Links - , Greg Lockwood

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The practical guide to discovering the rules of our superconnected world through the science and sociology of networks. In Superconnect, Richard Koch and Greg Lockwood show that success is less about who you are than how you connect—a chance meeting with an old colleague leads to a swanky new job; two businessmen collaborate online and cofound a successful start-up; a friend introduces a promising entrepreneur to a millionaire looking to invest. But why do these lucky breaks always happen to other people? Personal and professional networks shape everything we do, but simply knowing that they exist won't help you harness your connections for maximum success. With an eye toward business applications, Superconnect outlines the new rules of our densely linked society. At the core of the analysis are three simple network components—strong relationships, weak relationships, and hubs—that interact in surprising, counterintuitive ways. Understanding how these components mesh, and connecting unrelated people, is the way to achieve in today's hyper-connected world. Author: Koch, Richard Author: Lockwood, Greg Publisher: W. W. Norton & Company Illustration: N Language: ENG Title: Superconnect: Harnessing the Power of Networks and the Strength of Weak Links Pages: 00224 (Encrypted EPUB) On Sale: 2010-08-23 SKU-13/ISBN: 9780393071603 Category: Business & Economics : Workplace Culture

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