



Never Eat Alone: And Other Secrets to Success, One Relationship at a Time

Keith Ferrazzi , Tahl Raz

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Do you want to get ahead in life?

Climb the ladder to personal success?

The secret, master networker Keith Ferrazzi claims, is in reaching out to other people. As Ferrazzi discovered early in life, what distinguishes highly successful people from everyone else is the way they use the power of relationships—so that everyone wins.

In *Never Eat Alone*, Ferrazzi lays out the specific steps—and inner mindset—he uses to reach out to connect with the thousands of colleagues, friends, and associates on his Rolodex, people he has helped and who have helped him.

The son of a small-town steelworker and a cleaning lady, Ferrazzi first used his remarkable ability to connect with others to pave the way to a scholarship at Yale, a Harvard MBA, and several top executive posts. Not yet out of his thirties, he developed a network of relationships that stretched from Washington's corridors of power to Hollywood's A-list, leading to him being named one of *Crain's* 40 Under 40 and one of Davos' Global Leader for Tomorrow.

Ferrazzi's form of connecting to the world around him is based on generosity, helping friends connect with other friends. Ferrazzi distinguishes genuine relationship-building from the crude, desperate glad-handling usually associated with "networking." He then distills his system of reaching out to people into practical, proven principles. Among them:

Don't keep score: It's never simply about getting what you want. It's about getting what you want and making sure that the people who are important to you get what they want, too.

"Ping" constantly: The Ins and Outs of reaching out to those in your circle of contacts all the time—not just when you need something.

Never eat alone: The dynamics of status are the same whether you're working at a corporation or attending a society event—"invisibility" is a fate worse than failure.

In the course of the book, Ferrazzi outlines the timeless strategies shared by the world's most connected individuals, from Katherine Graham to Bill Clinton, Vernon Jordan to the Dalai Lama.

Chock full of specific advice on handling rejection, getting past gatekeepers, becoming a "conference commando," and more, *Never Eat Alone* is destined to take its place alongside *How to Win Friends and Influence People* as an inspirational classic.

Never Eat Alone: And Other Secrets to Success, One Relationship at a Time Details

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From Reader Review *Never Eat Alone: And Other Secrets to Success, One Relationship at a Time* for online ebook

Bebe Burnside says

It started out really good. Mr. Ferrazzi talked about the importance of treating others well and not just networking because of what you can get out of it. If you have read the secret it is the same idea. Then it turned into the story of why Keith Ferrazzi totally rocks and is so successful. He went from talking about why you should treat people well and not look for the big sale to how to meet people who will land you the big sale. I would say he talks the talk but does not walk the walk. I could not even finish it. When he started blabbing about how people in first class are so special and people in coach are just not...well guess what Keithy Boy we will never meet cause I always fly coach. If someone can tell me it picks up and has a great ending, maybe I'll try again..but really there are plenty of better written books with the same good advise and not page after page of why the author is so fabulous.

Jacob says

This book goes into the Top 10 Must Reads that I recommend to everyone in every profession. The principles of "connecting" strike a nerve of truth that gives power to the actionable steps the author suggests. I love the new vocabulary that this book gives us in reference to networking.

Essentially we learn in this book that relationships are our greatest assets and that our best relationships are those in which we create high value for people we care about. This is the skill that must be honed. Caring about more people and discovering how we can create more value for them.

Thomas says

3.5 stars

As someone who feels skeptical about business and networking and most things professional (i.e. elitist), I came into this book with low expectations. *Never Eat Alone* looks like another career-oriented self-help book aimed at elevating one's wealth and making connections to get ahead. And while it does focus on both of those things - relationships, how to sell yourself and your brand - I appreciated Keith Ferrazzi's emphasis on vulnerability and kindness. He advocates for caring about other people and using that concern for others as a platform for genuine, professional growth. His comments about vulnerability surprised me in a pleasant way, because they shattered the idea of always maintaining a flawless image to get ahead in the working world. A few of the other highlights in this book include: the idea of finding your blue fame (where your passion and practical abilities intersect), Ferrazzi writing that we should introspect more about our values and that we should seek therapy if we want it, and his note to stay humble, even when you feel like a great success.

I have a few critiques of *Never Eat Alone*, too. Ferrazzi states that networking gets a bad rep for being a shallow, non-authentic activity. While he urges us to view networking as an opportunity for genuine connection, which I loved, I still felt that throughout the book his conceptions of networking aligned with the negative stereotypes he aimed to avoid - a more thorough or refined analysis of connection-making may have

helped him craft a unified message about the ethics of networking. He also could have allocated more attention to issues of privilege and disparity, as he himself comes from a disadvantaged background. Certain people in society (e.g., affluent white men) can benefit from his strategies with ease, while minorities will have to work so much harder to succeed; I wish he had included more tips on how to not feel encumbered by a less-privileged background. And, my last critique: I could not stand the title of this book. I have my bias; as an outgoing introvert, I like to eat alone as a break from interacting with people all the time (and I read this book while eating alone several times, too.) Either way, the title simplifies the book's meaningful messages in a way that does not serve them justice.

Overall, recommended to those who want to read a straightforward, well-written book about connection-building. I can see business and career-oriented folks getting a kick out of this one, though its ideas could help anyone who wants to expand their social circles.

Amir Tesla says

Filled with wisdom. Loved it.

ScienceOfSuccess says

TL;DR It's better to know everyone in the world than not know them. Great networking book.

Dana Kushpler says

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התורה, ההלכה, המוסר והאמונה הם המעצבים את התודעה וההתנהגות של כלל תלמידי חינוך. תלמידי חינוך חייבים להכיר את התורה, להבין את ההלכה, ללמוד את המוסר ולהאמין באמונה. תלמידי חינוך חייבים להכיר את התורה, להבין את ההלכה, ללמוד את המוסר ולהאמין באמונה. תלמידי חינוך חייבים להכיר את התורה, להבין את ההלכה, ללמוד את המוסר ולהאמין באמונה.

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Chad Warner says

In my efforts to spread the word about OptimWise, my technology services company, I've been attending more local workshops, lectures, and networking events. After hearing a few people recommend this book for networking advice, I decided it'd be worth my time to check out.

It's too early to tell whether this book will improve my networking skills, but I'm definitely optimistic. Ferrazzi packs the book full of advice, tips, and anecdotes from his personal life. To add credibility, he also references a few studies and statistics.

The book's title comes from Ferrazzi's recommendation that you never eat alone; he uses sharing meals as an example of one way to include others in whatever you're doing. Ferrazzi's main idea is that instead of cold, calculating, traditional networking, you should make genuine friends. First make friends, he says, then make them clients. The more people you know, the more opportunities will come your way, and the more help you'll get. Your circle of influence will widen naturally.

Early on, he says you must find your "blue flame": the intersection of your passion and talent. This is where you can be most successful. Then, share your passions; invite people into your personal life by sharing meals, hobbies, and events. This will lead to the friendships required for his form of networking.

Another point he hits several times is reciprocity; again, not in the traditional "I'll scratch your back if you'll scratch mine" way, but giving without keeping score, then benefiting from the inevitable return of favors. He says to give generously and ask for generosity from others.

I agreed with most of Ferrazzi's ideas, but not with one he presents at the very end. He proposes that there's no such thing as a work/life balance, because if you like the people you work with and the work you do, there's no need to distinguish between work and personal life. I don't buy this, because although you can become friends with colleagues and business partners, it's not always possible to work with your family and friends, the people that we most enjoy spending our time with.

Notes

Ask not what people can do for you, but what you can do for them.

Create a Relationship Action Plan

1. Set goals for every 3 months and year, 3 years out.
2. Identify the people, places, and things required to meet those goals.
3. Reach out to the people who can help you achieve your goals.

Create a board of advisors to act as cheerleaders and supervisors.

Be bold and willing to ask; it never hurts to ask.

Become an active member in clubs, and work up to being a leader.

Meet 1 new person per week, no matter where or how.

Research people before meeting them to find common interests.

Warm calling

1. mention a familiar person or organization
2. state your value proposition (what you can do for them)
3. talk only enough to set up a face-to-face meeting
4. aim high, then compromise

Invite people from different parts of your network to events so they get to know each other.

The quality of time you spend with people is more important than the quantity.

Follow up within 12-24 hours of meeting someone

1. cite something specific you talked about
2. ask to meet again
3. offer them something so they want to meet again

Make a connection quickly

1. look them in the eyes
2. listen intently
3. ask personal questions
4. reveal your vulnerability

Connect with "superconnectors" (well-connected people outside your profession).

Avoid safe, boring talk. Talk about religion, romance, politics, and your passions.

Listen attentively and use people's names.

Help people with the 3 most important things: health, wealth, and children.

Become an indispensable power broker, helping others succeed.

Ping your contacts at least a few times each year to stay in touch. Birthdays are the best time.

Throw dinner parties with a mix of people.

Use "anchor tenants" to bridge to others outside your social circle.

Connect with the famous and powerful through organizations, clubs, conferences, fundraisers, nonprofit boards, sports, etc. If you can't find a club, start one!

Ben Campopiano says

Disciplined dreamers all have one thing in common: a mission. The mission is often risky, unconventional, and most likely tough as hell to achieve. But it is possible. The kind of discipline that turns a dream into a mission, and a mission into a reality, really just comes down to a process of setting goals.

Throughout his career, Bill Clinton's political aspirations and his ability to reach out to others have gone hand in hand. He made it a nightly habit to record, on index cards, the names and vital information of every person whom he'd met that day. After writing down the information about someone he just met, Clinton said, "I'm going into politics and plan to run for governor of Arkansas, and I'm keeping track of everyone I meet."

Don't wait until you're out of a job, or on your own, to begin reaching out to others. You've got to create a community of colleagues and friends before you need it. Others around you are far more likely to help you if

they already know and like you.

Every time I make a call or introduce myself to people I don't know, the fear that they might reject me is there. Then I remember the Big Wheel my father got me, and push ahead anyway.

It's not necessarily strong contacts, like family and close friends, that prove the most powerful; to the contrary, often the most important people in our network are those who are acquaintances.

Shane says

I read about this book some time back and finally taken the time to read it. My goal in reading this was to improve my own networking and relationship building skills while staying true to my own values and principles. Ferrazzi's approach is aggressive and there are something's that simply do not work well for me. I gained additional knowledge and ideas from this book and it also reinforced much of what I know. Not a page turner but overall this was worth the read. I appreciated Ferrazzi's rise from working class roots. I liked the fact that he points out it is about giving before receiving, developing trust, helping people and clearly points out that it is about relationships not your own personal success. This is also a practical how to book, with simple examples of how to do things, break the ice, and initiate conversations and relationships.

kareem says

original review:

<http://www.reemer.com/archives/2005/0...>

I forget how I first came across this book, but it seemed to be one of those (like Blink, The Tipping Point, The Wisdom of Crowds, etc.) that was getting a lot of press on blogs that I read frequently. Ferrazzi has an interesting blog for Never Eat Alone and Phil Terry of Creative Good suggested I give it a go to help connect with folks at the Gel conference this week.

The book is about how to meet people and develop deeper relationships more quickly. Ferrazzi shares his philosophy on life--you can't succeed without the help of others--and outlines strategies to make connecting easier.

These strategies are a reinforcement of the Golden Rule, and they boil down to things like: Always looking to help or connect people, Have a story to tell, Show vulnerability first to make the conversation more intimate, Become indispensable in one specific area to become more valuable to your company, Ping your contacts at least once a quarter, Do your homework; make sure you know details about the people you will be meeting, Be bold; believe you have something to offer and others will treat you as such, and Speak at, or start a conference to develop your personal brand.

The advice Ferrazzi presents is useful for managing one's personal and professional lives (in his life, Ferrazzi does not make a distinction between the two) and really preaches that a different mindset is required in order to be always connecting. It's a good read, and while Ferrazzi name-drops a lot, he's ultimately a (smart, ambitious) kid from working class Pennsylvania who has networked his way to both success and what

sounds like a fulfilling life.

Chantal says

I sat through a brilliant networking lecture a few months ago and I kept thinking about how much more good you can do in the world if you have built relationships with people. The lecture really got me thinking about the value of building relationships with others in order to better serve them. I taught a lesson about it at church...and got such a dead response. After the lesson, a friend suggested this book that he had previously read and brought it by for me to read. I spent the next week devouring it. It seemed to be a culmination of everything I'd been learning about and thinking about up to this point. It mentioned several characters (Benjamin Franklin) and books (How to Win Friends and Influence People) that I just love.

I thought the author had many valid points. It seems to be human nature that if you help people, they will help you. Give, and you get, or so my life experience has taught me. The book seems to follow in a similar style to How to Win Friends and Influence People, which gives you a selfish reason to be nice, here he gives you a selfish reason to reach out, to give, to create and support communities. Ultimately, I think these principles are intrinsically good. They bear value even if there is nothing in it for the giver.

Both books have manipulative undertones. I've come to realize, however, that saying 'look at all the good you'll generate by living by these principles' isn't as persuasive as 'look at how much money you can make or how loved you can be by living these principles'. Humans are generally motivated by 'how will this benefit me'. Thus, even though he often discussed the non-altruistic side of networking, I still think his book is effective in both persuading and teaching readers to network more, and more effectively.

My take home lesson was - get more involved. And I will.

Eric says

Much of what the book talked about was what I already knew. I didn't like how he talked about mostly cliché advice like "Find your passion and things like money will naturally follow". Also, it seemed that Ferrazzi was trying to use the book as some kind of a biography to brag about his accomplishments. He seems really proud and full of himself, with a huge ego. He may be qualified to be like that because I do think what he achieved is impressive, and I have nothing against being proud of oneself. It's just that his tooting his own horn frequently went overboard in several sections of the book. His tone was rather preachy and patronizing, which was annoying. I even got a feeling that the author was interested more in bragging about his victories than in sincerely helping or giving something of value to readers, though I don't deny that the book had some good wisdom scattered throughout the book. He also seems very elitist, and I feel that much of his advice wouldn't be as easily applicable for people with no Ivy League background. Overall, I am quite disappointed with the book.

Jaclyn says

This book is a huge elitist bragging session for Keith Ferrazzi. I picked it up to get some tips on networking for a new business we're starting and it eventually began grating on my nerves. I'm not sure how many times

it's necessary to congratulate yourself in your own book about how great you are, but the author went above and beyond that limit. A large network is great but I am not about to start proclaiming that having hundreds of people as contacts is what's going to make me successful. Get a grip. He needs an ego check. Any valuable points made in this book could have been summed up in a small 5 page essay.

2017 Edit: This review keeps popping up as people like it. I just looked at a book list my company has created on great books to improve yourself in business, life, etc. A sort of inspirational vitality book amalgamation. This was on it and I immediately assumed all the other books were trash - which shows how much my dislike of Ferrazzi must have infiltrated my brain over the years since reading this.

Iris says

nothing authentic here. i need to stop picking up cheetos-colored books.

Sergei_kalinin says

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