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"We have used Ian Cooper's considerable skills on many occasions and he has shown us how to increase our conversion rate of enquiries to business from 30% to 75%. His new book, The Financial Times Guide To Business Development is almost a pocket book guide to his training, providing a real focus on how to get results. It not only explains what to do, but why, in an entertaining, pragmatic and anecdotal style".

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One of my friends through my publisher Financial Times Prentice Hall is Heather Townsend, the author of the newly released Financial Times Guide to Business Networking. Networking is often one of the first strategies I'll recommend to a client looking for more work. It is especially effective for smaller businesses and startups because it allows you to build personal connections with people who then feel more comfortable to place work with you.

**Financial Times Guide To Business Networking - A Review**

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**Financial Times**

The Financial Times Guide to Business Networking: How to Use the Power of Online and Offline Networking for Business Success. This text shows readers how to use and integrate online and offline techniques, and get the right approach, attitude and behaviours to maximise networking success.

**The Financial Times Guide to Business Networking: How to ...**

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