

# 人际网络

本书中的技巧和工具将帮助您构建和维持同他人的良好关系，提升你的工作和生活。

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上海交通大学出版社



英汉对照管理袖珍手册

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# INTRODUCTION

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## INTRODUCTION

# DEFINING NETWORKING



To some, networking means simply meeting or calling someone new for what might be a one-off discussion or event. In this limited sense, networking is only a trading relationship in which two parties seek to discover whether they have anything of mutual interest to talk about. They either make some sort of exchange or quickly move on. This makes networking a highly 'transactional' subject, much like buying and selling or negotiating with someone.

Our very different view in this book is that networking has a much wider definition. In fact, it can be a major social and life skill to be used in both a business/organisational and a personal setting.



对某些人来说,构建关系网络只是简单地会晤或致电某个素昧平生的人,然后就分道扬镳。根据这种狭隘的理解,关系网络只是双方为寻求某种共同利益而建立的交换关系。他们要么进行某种交换,要么马上寻找下一个对象。关系网络在这里变得非常“交易化”,就像买进卖出或是讨价还价。

在本书中,关系网络的范畴远不止于此。无论对企业、机构还是对个人,它都是一项重要的社会和生活技能。



## INTRODUCTION

# NETWORK & RELATIONSHIP BUILDING



The 'relationship building' aspect of networking is a long-term commitment to knowing more about yourself and others, and what you may be able to do together that you couldn't do (or couldn't do as well) alone.

We will, therefore, focus on how anyone can systematically adopt effective networking as an individual strategy. We will consider how it can play a key part in linking you with a wider range of people who can help you to achieve more – **whatever 'more' means for you.**



引言

## 关系网络和关系构建



关系网络中的“关系构建”部分是一个对自己和他人的长期认知过程，也是一个发现自己无法单枪匹马地完成某些事，需要他人合作的认识过程。

因此，我们将着重探讨如何系统地构

建一个有效的关系网络，使之成为一项个人战略。同时，我们还将关注关系网络是如何把你同更多的人联系在一起，以帮助你获取更多——且不论这“更多”于你是何含义。



## INTRODUCTION

# BENEFITS OF NETWORKING



The benefits of effective networking are many. Some of these are:

- It is the most **cost effective** marketing tool available
- Networking referrals will typically generate **80% more results** than a cold call
- **70-80% of all jobs** are found through networking
- Every person you meet has **200-250 people with whom they connect** who can potentially assist you
- **Anyone** that you might want to meet or contact in the world, is only **five to six people contacts** away from you

## 关系网络的好处



有效关系网络的好处有很多。以下是一些例子：

- 它是可供选择的最具成本效益的市场手段
- 通过关系网络的相互介绍比一个冷冰冰的电话所带来的回馈平均至少多 80%
- 有 70%~80%的工作是人们通过关系网络找到的
- 你所碰到的每一个人都有 200~250 个自己的联系人，而这些人中很可能就有能够帮助你的人
- 在这个世界上，你想碰面或联系的任何人，与你的距离只有 5 至 6 层关系

## INTRODUCTION

# BENEFITS OF NETWORKING



As if these reasons were not enough, a healthy and active link to a network is a vast resource available to every individual at a low personal cost. It can help you to achieve a range of goals that otherwise might be too hard or out of reach.

A key point to understand is that networking is achieved at **low personal cost not no** personal cost. We are not suggesting that networking is a quick fix or *fad* idea that can be easily adopted to make things better for a while. However, it can provide immediate results for those prepared to invest their time and energy.

## 关系网络的好处



即使上面这些理由还不够充分,对任何个人来说,与一个关系网络发展健康、积极的联系,至少都是成本低廉却十分巨大的可支配资源。它能帮助你实现一系列的目标,而这些目标是你单枪匹马时无法达到的。

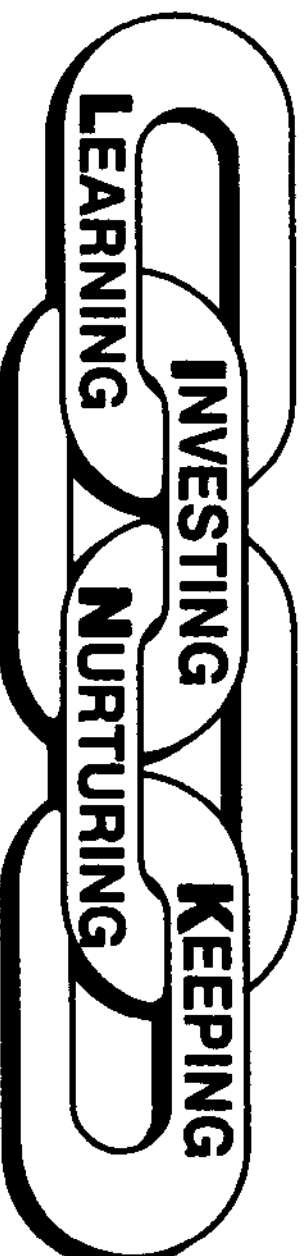
但你需要明白的关键一点是,网络关系的获取虽然成本低廉,但并非全无投入。我们并不认为关系网络是能使情形暂时好轉的应急办法或时髦主意,但它的确能给那些愿意为之投入时间和精力的人们带来回报。

## INTRODUCTION

### FOUR STAGES



In this book, our effective networking and relationship building journey will be taken in four stages or steps. These are:

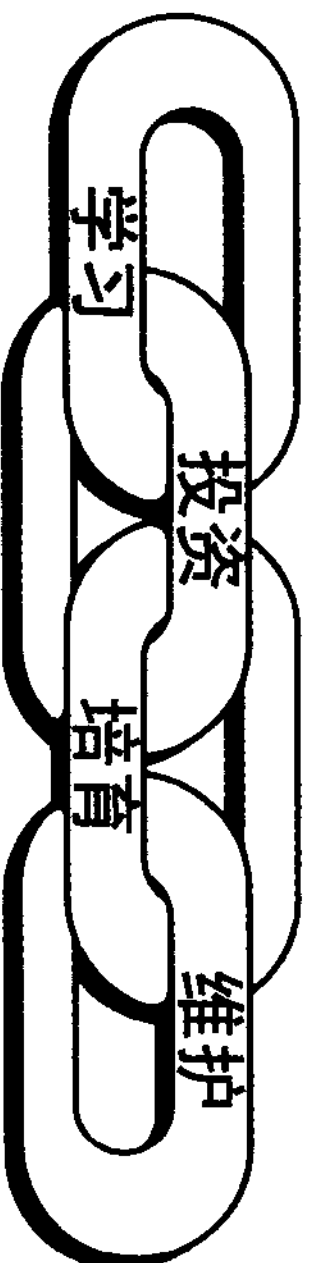


If you commit the first letters of each of the four stages to memory, it spells the easy-to-remember word **LINK**. Linking people successfully is what networking is all about.

## 引言 四步曲



本书中，我们将分四个步骤或者说四步曲来建立有效的网络和关系。这些步骤是：



假如我们将上述四个步骤的英文首字母组合在一起，就能得到一个便于记忆的英文单词 L-I-N-K（链接；联系）。而关系网络讲述的正是如何将人们成功地联系在一起。



## INTRODUCTION

# CONCEPT OF NETWORKING

Many of the definitions of networking shown on the next page may surprise some people, in as much as they suggest that networking is an altruistic activity involving giving and sharing, rather than taking.

