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How to network for success

Bibiana Crocitta talks to Money Market's Julia M. Thompson



Why is networking is so important?

To network is to create a social bond with other people, to be part of a social network in the traditional sense. The absence of that social bond creates a real impediment to doing business. People do business with people they know and trust. Business networks, such as Cook your Business or its spin off The Ibero-American Connection, play an important role in bringing together business executives with compatible business interests, allowing them to develop this social bond, and facilitating their collaboration in pursuit of a joint business opportunity.

What are the most effective networking strategies?

The Ibero-American Connection combines real and virtual world networking. We provide business executives with the opportunity to easily connect over our corporate social network based on their compatible business interests, then also meet at our networking events to develop that social bond.

Our ability to facilitate periodic eye-to-eye networking and around-the-clock online networking will make The Ibero-American Connection a strategic venue to develop new business or grow existing business.

Who should we expect to network with The Ibero-American Connection?

Our current focus is to help Ibero-American and British companies introduce and grow their business in the each other's markets. We expect to bring together many UK and Ibero-American business executives to exploit lots of exciting new business opportunities.

What will make The Ibero-American Connection events different from other networking events?

The Ibero-American Connection is bringing to bear Cook your Business' experience organising many successful business networking events where business-to-business connections have been made. The Ibero-American Connection events will be private and attended by the members of its corporate social network. These events will be part of the networking continuum that our members will experience, where business contacts first occur in our corporate social network and business relationships later flourish and grow at our events. The differentiator is our ability to manage that networking continuum for our members.

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Events Calendar

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Mo	Tu	We	Th	Fr	Sa	Su
	1	2	3	4	5	6
7	8	9	10	11	12	13
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