

POWER RELATIONSHIPS

26 Irrefutable Laws for Building Extraordinary Relationships

ANDREW SOBEL and JEROLD PANAS

ANDREW SOBEL is a business consultant and executive educator. He has worked with clients like Citigroup, Xerox and Cognizant and many others. He has published numerous articles on client loyalty in the *New York Times*, *Business Week* and the *Harvard Business Review*. He is also the author or coauthor of *Clients For Life*, *All For One*, *Making Rain* and *Power Questions*. He is a graduate of Middlebury College and Dartmouth University.

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MAIN IDEA



How do you build power relationships – the kind of professional and personal relationships which help you get ahead?

Despite the fact in today's world it's relatively easy to reach out and connect with pretty much anyone you choose, the reality is it's actually more difficult than ever to engage someone's attention and build a meaningful relationship. To do so, there are four questions you generally have to ask and twenty-six laws which constitute the answer:

1. How can I connect and engage?
2. How can I become relevant?
3. How can I create a deep bond?
4. How can I have a lasting impact?



If you can find ways to connect, become relevant, build connections which resonate and then make an impact on what others are doing, you will succeed in building power relationships.

“The relationships in one's life are not just important – they are everything. In our business, at home, and among friends, relationships touch our lives in wondrous ways. They are the threads that weave through the fabric of our entire being. The laws we describe have been percolating through the more than 25 books that we've written over the last 30 years. These laws will enable you to engage with others in a way you never thought possible. Create lasting friendships. Win at work and in your profession. Connect as never before. Study the laws. Leverage them, Follow them. You'll get powerful results.”

– Andrew Sobel and Jerold Panas

The 26 Irrefutable Laws of Building Power Relationships



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