



Achieving Success Through Social Capital: Tapping the Hidden Resources in Your Personal and Business Networks

Wayne E. Baker

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A Book in the University of Michigan Business School Series You can build it. You can use it. You'll prosper if you do. Discover a step-by-step program for tapping the hidden resources in your business, professional, and personal networks: your social capital. Here, an expert on building connections shows how building rich social capital produces higher pay, faster promotions, better jobs, breakthrough ideas, new business opportunities, and profitable companies. You'll learn how to develop your own social capital and use it to attain your personal and professional goals and, in the process, enhance your own health and emotional well-being.

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