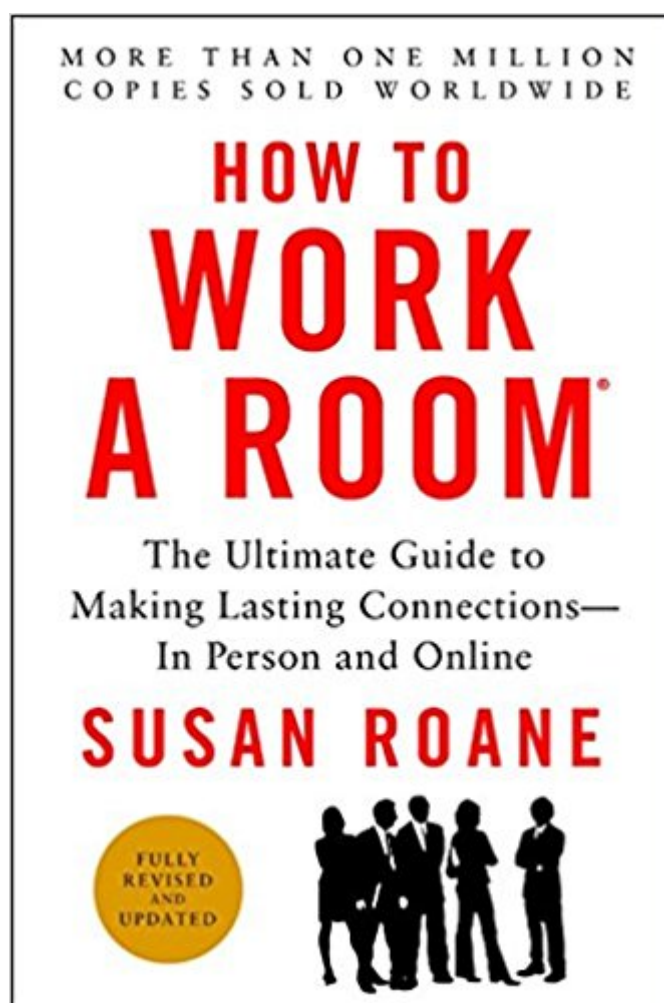


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# How To Work A Room, 25th Anniversary Edition: The Ultimate Guide To Making Lasting Connections--In Person And Online



## Synopsis

This is the fully revised and updated edition of the groundbreaking self-help book on improving communicating and socializing skills in business and life. *How To Work A Room* lays down the fundamentals for savvy socializing, whether at a party, a conference, or even communicating online. Roane clearly shows how to overcome the five roadblocks that keep most people from making new contacts; mix chutzpah and charm to start and end conversations smoothly; know when to use humor—and when not to; and follow simple rules of etiquette. Incorporating years of feedback from hundreds of presentations, as well as anecdotes from around the globe, Roane keeps *How To Work A Room* fresh and on target. New chapters include: strategies starting, maintaining, and exiting conversations; and advice on communicating effectively in today's tech driven world.

## Book Information

Paperback: 400 pages

Publisher: William Morrow Paperbacks; Anv Rev Up edition (December 31, 2013)

Language: English

ISBN-10: 0062295349

ISBN-13: 978-0062295347

Product Dimensions: 5.3 x 0.9 x 8 inches

Shipping Weight: 11.2 ounces (View shipping rates and policies)

Average Customer Review: 3.9 out of 5 stars 43 customer reviews

Best Sellers Rank: #37,951 in Books (See Top 100 in Books) #28 in Books > Business & Money > Business Culture > Etiquette #282 in Books > Business & Money > Skills > Communications #346 in Books > Self-Help > Relationships > Interpersonal Relations

## Customer Reviews

“When it comes to connecting with others, some of us are naturals. But those who aren’t -- thank heaven for Susan Roane . . . If you want to learn how to enter a room and build a network of people you can help and who can help you, read this book.” (Daniel H. Pink, New York Times bestselling author of *Drive* and *To Sell Is Human*) “I read this book 25 years ago and it helped me tremendously. The updated version makes it more relevant and useful than ever . . . I can’t imagine trying to navigate successfully in the business world today without this amazing tool.” (Larry Winget, television personality and five-time bestselling author of *Grow A Pair: How To Stop Being A Victim and Take Back Your Life, Your Business and*

Your Sanity)“Walking into a roomful of strangers? Pleasant? Productive? Profitable? Fun? From tradeshow suites to virtual rooms, RoAne promises a lot--and delivers even more! There’s no more critical skill in today’s marketplace than becoming the connected communicator. Highly recommended. (Dianna Booher, author of Creating Personal Presence and Communicate With Confidence)

The classic bestseller on socializing is now fully updated for social interactions in a digital ageHow to Work a Room® is the classic bestselling book on improving communication and socializing skills, and using them to create and leverage connections. This Silver Anniversary Edition is fully revised and updated to include the role of technology and social media in networking, as well as Susan RoAne’s proven tips for using digital strategies to your advantage plus practical hints for starting conversations and strengthening rapport with strangers. How to Work a Room®: The 25th Anniversary Edition is a vital tool for business professionals, job seekers and career changers of all ages.

This is a great textbook on working a room. On this particular subject it may be even THE ultimate textbook. Susan RoAne covered everything from exhibits via high school reunions to funeral services. Wow, what a tremendous experience! Susan was on schedule for more meetings than I changed diapers (and changed a lot of them).But this is not some boring textbook which can substitute for a soothing lullaby. Not at all. This book is packed with both fun and interesting stories. Most of them came directly from Susan’s rich array of experiences. That makes the book far from the dreadful image of a textbook.First some areas where it may have fell short for some users. As a representative of a (relatively) young generation I found her explanations of different social platforms boring. I skimmed through these and went straight to more “meaty” parts. But someone in his sixties may feel exactly opposite.I also find the book a bit repetitive, but I’m not the kind of guy who shun from repetition. It helps to retain the lessons longer.Connecting is hard, but she makes it easySusan also writes vividly. When she admits that mingling and talking to strangers is hard, I wholeheartedly agree with her. I was a shrinking violet who transformed into a confident person, so I went through quite a lot. 30 months ago I couldn’t say “Hi” to a stranger.When Susan explains how to make it happen, it sounds fun and easy. I vote for her methods. I verified everything she teaches; every trick from her arsenal, which I knew and used worked as she prescribed. And I got some interesting results too. Since “shrinking

violet  
times I built a couple of deep friendships by starting conversations on a train to work. I also spoke with strangers about life-death issues. Working a room mastery But it was just the introductory part of the book. From there the author goes into room-working and that's where her mastery really shows. She has a knack for breaking high plane ideas into actionable items. Susan has also a tendency to make a list whenever possible. There are an enormous number of lists and action steps included. And after each chapter you will find a quick summary, again in bullet points or the form of list, which makes for easy reading. It's really amazing how she was able to systematize and distill such intangible topic as human relationships. Her ideas comes down to common sense. You won't find there any backbreaking manipulation techniques which can be mastered only by years of training. I appreciate that because of the following reasons: Common sense is nowadays uncommon I don't really know what common sense calls for in many situations; for example I have never been on reunion or a trade show. I loved Susan's advice on working virtual rooms. It's not too bad in working them myself. I've been noticed by several people with 6 and 7 figure income businesses and obtained their help. I recognized in her advice my approach: just be genuine. Not one-read kind of a book! I'm sure I'll be going back to How to Work a Room time after time. The structure of book makes it easy to find just a particular kind of "room" and refresh the lesson in your mind. Now, before any new event I'll take this book and skim an appropriate chapter. If you are thinking about any career involving face- to-face contact with people (and most of careers demands at least basic social skills) How to Work a Room is a must read.

The 25th Anniversary edition of this book continues to be classic. Susan RoAne describes straight forward but often underutilized social graces that can be used to increase business and networking opportunities. How to Work a Room provides necessary tools that can be used in all social settings to meet the demands of having conversations in uncomfortable situations. The book gives helpful hints to get through the initial stages of the process. The chapters are laid out in an instructional and informational style with excellent examples and stories to support its thesis. This belongs on everyone's top 10 books to read this year. A must read. Farrell J. Chiles, author, "As BIG As It Gets"

As an introvert who has struggled in the networking scene, I love this book! It gives great practical

advice for conversation, manners and has been updated to include social media tips.

This book was suggested to me as someone who has struggled with shyness. Never cared much for these types of books and I will honestly say only about half of it was applicable to me. But the parts that I could connect with were good. A lot was pretty common sense based but I actually used some of the tips and found them helpful so I recommend this to anyone looking for a little help in the "being social" department

There were so many tips and suggestions on how to conduct yourself in networking situations that I found myself reviewing the book periodically in order to add a new tactic to my Arsenal. But also help me see that there were some things that I was already doing right. The big takeaway is to have fun and to be more interested than others rather than pushing your agenda.

Whether you consider yourself an introvert or an extrovert, get this book and make the most of the interactions you have with people in any setting. Susan RoAne writes in such an easy-to-read manner with fabulous stories and examples throughout. This is for anyone who ever talks to anyone! Not just for business. You never know who you may meet or what you may learn by following RoAne's tips! I highly recommend How to Work a Room.

This book has been an effective and simple book to read and take some great tips from. Susan Roane certainly uses her skills to connect with you as the reader and provide the "every-day" person with ways they can do better. I recommend this book to anyone who sincerely wants to change their approach when it comes to their social and networking skills.

Seemed like mostly common sense / universal manners, but in general these are good practices to be reminded of.

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