

Preface

Filipe Carrera surprises us in this book *Networking – Professional Survival Guide*, even after having recently released the bestseller *Digital Marketing in the Version 2.0*.

In his first book, after referring to structural changes currently taking place in consumers' behavior and the business modus operandi, he teaches the reader how to use, in practice, digital media (the Internet, mobile phones, etc.) to generate and develop businesses.

From that point on, Filipe Carrera promotes a digital community as a dynamic space that allows for an interaction between the author and his readers. In other words, he applies one of the sides of networking, the subject of his new book.

Networking, for the contacts it provides, is a unique unattainable value for our personal and professional life.

Throughout the years, we build our contact network, which includes family members, friends, school and work colleagues, although, in our mind, we don't have this structuring concept of networking or a network.

Today, the so-called social networks are very popular, but they were always there. The development of the Internet and of the new information technologies allowed for the explosion of organized communication networks.

The network is responsible for the sharing of ideas and values among people who share common interests and goals.

Personally and professionally, a good contact network will make your life easier and will create value. Nevertheless, only relatively few recognize the capabilities and potentials at their disposal online, the gain of being integrated into selected networks for their professional life.

The organized construction of a contact network is not born out of spontaneous generation. It has to be carefully generated and nurtured with professionalism over time. Filipe Carrera teaches us, throughout the book's several chapters, how to generate networking opportunities, how to create knowledge networks, how to be and work within them and how to develop them, in order to optimize the effort (investment) that is thus being made.

Today, the permanent bond we have with the world that surrounds us is a condition necessary even for survival; in the country we live in, in the social communities we enjoy and in the professional industries that we are connected to, both nationally and internationally.

Hence the meaning of the title's second part: *Networking – Your Professional Survival Guide*, Filipe Carrera is not exaggerating. No matter how competent one is on an individual level, whoever acts isolated and not within a network, does not have much chance of success in the competitive and ever-more globalized world we live in.

Primary networks of relationships between individuals originate quasi-groups. These are formed by all the relations established by people in their everyday life and may be composed of friends, work colleagues, university colleagues, military service colleagues, family members, neighbors, organizations, etc.

These are the relationship networks that are started during our childhood and that contribute towards the formation of identities.

On the other hand, secondary and intermediary networks are formed by the collectiveness, by the institutions or by the people that share a common interest, people that might achieve a greater success if their efforts were jointly mobilized and there is an organized articulation.

The reader, through Filipe Carrera's book, will be awakened to the importance of networking, both in primary relationships as in secondary and intermediary relationships. In short, awakened to a tool that might be helpful in a diversity of tasks: for instance, promotion of skills, job opportunities, business proposals, selection of experts, meeting old friends and colleagues, etc...

Social and business networking in the digital era is a world to be explored, but in an organized and coherent way towards defined goals.

I advise the reader to enter networking through the educational way used by Filipe Carrera in this book, where he uses his global experiences in Consulting, Training and Coaching to explain the networking advantages and paths, linking it to the countries' level of development. Filipe Carrera uses a very simple and practical language which will surely appeal to readers.

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