

FILIPE CARRERA

Networking. Survival guide for professionals. How to be successful through networking

JCI Târgu Mureş, R&S Rentrop & Straton,
Editing group and business counselling, 2010

Filipe Carrera is a first rank professional: he was awarded the “Most Outstanding Trainer in Europe” and the “Most Outstanding Trainer in the World” titles in 2008 and is currently a Marketing Management Ph.D. Professor within the Portuguese Institute of Marketing Management in Lisbon. His book is not a simple course without an anchor to reality, but a book expressing the personal experience and reading, it has an immediate practical applicability.

Networking is a very useful topical book, as we are living in this “global village” where it is important to be in contact with as many specialists or colleagues in our field or in the connected fields as possible, to update our professional information periodically, using the highest professional standard sources and especially to self-promote ourselves, to leave a personal touch in order to be distinguished among professionals.

The author begins with basic advice, going towards the most complex, concerning the successful professional, detail-oriented conduct. You will find rigorous receipts regarding the promotion modalities on the social sites, professional sites, blogs; in essence, he teaches self-promotion in the world of specialists.

As networking is translated by the work to create a connections network, the author tells us that this work must be done professionally from all points of view, but above all, constantly.

Carrera treats the person, the specialist, as a freestanding business with its inter-connected departments: the financial one, the marketing, human resources, with a real marketing plan but especially with the methods to implement it. He explains why a connections network in the field you work is necessary, regardless of the field. As any respectable company has its own website, conferring it visibility, a top professional needs a self-promotion page, regardless of the field he works in. Due to the facts that the world we live in is continuously changing and raw information no longer means power, as the access to information is only a click away, the interpretation of the information is the real key to success. In order to correctly understand a piece of information, it is sometimes necessary to interact with other persons in the same field or in different ones. That is why qualitative connections are absolutely necessary – those specialists you can apply to when necessary. For example, the qualitative connections can spare the active search of another job, because they make you visible not only to the other professionals, but to the recruitment companies as well.

Today, in Romania, the most wanted jobs are probably the ones abroad and for that we have to show our availability, qualities and mobility, things we can do daily and this book shows us in detail how to do that from our own homes.

Carrera speaks about a concept not very familiar to Romanians, the mentorship system. Having a mentor means having the privilege to be guided in the choices one has got to make, benefiting from a professional's experience, learning from the best the things one cannot find in any books. This can be done with persons located thousands of kilometres away and it is the way to have an objective analysis of one's performances.

Carrera offers useful resources, for example a site where conferences of even courses from notorious universities such as Yale, UCLA, Berkley or Princeton can be accessed free of charge according to one's interests.

The simple things such as downloading certain conferences, lessons, tutorials show how time can be valorised for the benefit of professional update.

Here, one can also find the necessary "ingredients" for the elaboration of an online CV where the competences, studies and especially the personal touch are made public in an advantageous and well thought manner in the world of professionals from different fields, at an international level. Practically, a real advertising campaign can be done, the only investments being one's work and perseverance.

The book is very accessible, being easy to read, follow and apply, the information being concise and well-structured. It teaches how to use the traditional contact models, such as the visit card, but especially how to use the modern methods – the Internet, I-pod or videos at a very high professional level.

Being connected means belonging to a community with a certain professional standard and being informed about the latest news in the field.

Filipe Carrera proves that "for the first time in the history of mankind, building commercial, friendship or even love relations is NOT conditioned by SPACE and TIME".

15 July 2010

Dragoş Gabriel POPESCU, Lecturer Ph.D.