



# Relationship Economics: Transform Your Most Valuable Business Contacts Into Personal and Professional Success

By David Nour

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## Relationship Economics: Transform Your Most Valuable Business Contacts Into Personal and Professional Success By David Nour

### A revised and updated guide to bridging relationship creation with relationship capitalization

*Relationship Economics* isn't about taking advantage of friends or coworkers to get ahead. It's about prioritizing and maximizing a unique return on strategic relationships to fuel unprecedented growth. Based on the author's global speaking and consulting engagements, *Relationship Economics* reveals that success comes from investing in people for extraordinary returns. This revised and updated version explains the three major types of relationships—personal, functional, and strategic—and how to focus each to fuel enterprise growth. It introduces new concepts in relationship management, including the exchange of Relationship Currency, the accumulation of Reputation Capital, and the building of Professional Net Worth. These are the fundamental measures of business relationship, and once you understand them, you'll be able to turn your contacts into better executions, performance, and results.

"David Nour is the definitive expert on strategic relationships. He has captured practical, pragmatic, and timely insights in *Relationship Economics* and has been a valuable resource to my sales transformation efforts."

—**RANDY SEIDL**, Senior VP, Enterprise Servers, Storage and Networking, Americas, HP

"Although many understand the importance of relationships, the quantifiable and strategic values of relationships are often underemphasized. David Nour has done just that in *Relationship Economics*."

—**CRAIG LEMASTERS**, President and CEO, Assurant Solutions

"If a man is judged by the company he keeps, David Nour's *Relationship Economics* provides a systematic approach to building value in that judgment. The concepts reach well beyond networking to building lasting and productive relationships."

—**DENNIS SADLOWSKI**, former president and CEO, Siemens Energy &

Automation, Inc.

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### **Editorial Review**

From the Inside Flap

What's the most valuable asset you or your business possesses? Is it your physical resources? Your intellectual properties? Your workforce? Your skills and knowledge?

All are important aspects of business success. But you can't get the most advantage from any one of them if you don't make the right strategic investments in your relationships. Relationship Economics takes a unique and strategic view of business relationships as a platform for long-term business growth and success. This goes far beyond simplistic "networking" or the exchange of business cards. Thinking strategically about business relationships is a proven way to move your business or career forward.

Based on interviews with more than 1,000 managers, directors, and executives from a wide range of companies, Relationship Economics reveals that success comes from investing in people for extraordinary returns. It introduces new concepts in relationship management, including the exchange of Relationship Currency, the accumulation of Reputation Capital, and the building of Professional Net Worth. These are the fundamental qualities and measures of business relationships, and once you understand them, you'll be able to turn your contacts into better execution, performance, and results.

Many of us are so busy we forget to take the time to build and nurture the key relationships that lead to long-term success. Relationship Economics turns business relationships into quantifiable variables based on proven concepts from the fields of business development and process optimization. You'll learn to develop the three major types of relationships—personal, functional, and strategic—and how to gain the most opportunity and value from each.

Relationship Economics isn't about taking advantage of friends or coworkers to get ahead. It's about building and maximizing relationships for a better career and a better life. In business and in life, nothing is more important than the company you keep.

From the Back Cover

"If a man is judged by the company he keeps, David Nour's Relationship Economics provides a systematic approach to building value in that judgment. The concepts reach well beyond networking to building lasting and productive relationships."

—Dennis Sadlowski, President and CEO, Siemens Energy and Automation, Inc.

"Relationship Economics is so much more than networking—it's a systematic approach to building and nurturing relationships to get things done."

—William L. Koleszar, Senior Vice President, Marketing, Citizens Financial Group/ Royal Bank of Scotland

"Social capital is essential for success, and Relationship Economics provides an approach to enhancing its value."

—Terry C. Blum, Director, Institute for Leadership and Entrepreneurship, Georgia Tech College of Management

"In the airline industry—or any industry for that matter—strategic relationships are instrumental to your success to drive profitable, long-term growth. David Nour has captured that essence in Relationship Economics."

—Randy Martinez, Col. USAF (Ret.) and former CEO, World Air Holdings, Inc.

"In Relationship Economics, David Nour highlights very timely concepts and successfully points out that with today's technology and global knowledge, we are able to formulate personal, functional, and strategic relationships essential to our success."

—Peter M. Sontag, Chairman, Orthopedic Development Corporation

"Forget cold calling. It's still about who you know, and Relationship Economics paves the fastest and most disciplined process for building a world-class portfolio of quantifiable and strategic business relationships."

—Greg Alexander, CEO, Sales Benchmark Index, and author of *Making the Number* and coauthor of *Topgrading for Sales*

"The Relationship Economics principles are critical to business, cultural, and diplomatic success. Look at any successful businessperson—they have done an outstanding job of managing their relationships, consistently over a long period of time."

—Ken Stewart, Commissioner – Economic Development, State of Georgia

"A fantastic read. Constantly weaving great ideas with practical applications. You'll never look at business relationships the same way again."

—Rick Frishman, founder, Planned Television Arts, and Publisher, Morgan James Publishing

#### About the Author

**David Nour** is the thought leader on Relationship Economics—the quantifiable value of business relationships. As CEO of The Nour Group, Inc., he works with global clients in driving unprecedented growth through unique return on their strategic relationships. David has pioneered the phenomenon that relationships are the greatest off-balance-sheet asset any organization possesses—large or small, public or private. He has been featured in various publications, including the *Wall Street Journal*, the *New York Times*, and *Forbes Small Business*. To learn more, visit [www.RelationshipEconomics.net](http://www.RelationshipEconomics.net).

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##### **Earnestine Marcus:**

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**David Carter:**

In this 21st one hundred year, people become competitive in every single way. By being competitive now, people have to do something to make themselves survive, being in the middle of the particular crowded place and notice simply by surrounding. One thing that sometimes many people have underestimated this for a while is reading. Sure, by reading a guide your ability to survive is boosted then having a chance to remain than other is high. For you personally who want to start reading some sort of book, we give you that Relationship Economics: Transform Your Most Valuable Business Contacts Into Personal and Professional Success book as a beginning and daily reading publication. Why, because this book is more than just a book.

**Casey Timmons:**

The guide with the title Relationship Economics: Transform Your Most Valuable Business Contacts Into Personal and Professional Success has a lot of information that you can learn it. You can get a lot of advantage after reading this book. This kind of book exists to show you the information that exists in this guide represented the condition of the world at this point. That is important to you to know how the improvement of the world. This specific book will bring you in a new era of globalization. You can read the e-book on the smart phone, so you can read the idea anywhere you want.

**Andrew Jefferson:**

A lot of people always spent their own free time to vacation or maybe go to the outside with their family members or their friend. Did you know? Many a lot of people spent their free time just watching TV, or perhaps playing video games all day long. If you wish to try to find a new activity honestly, that is look different you can read a book. It is really fun for you personally. If you enjoy the book that you read you can spend the entire day to reading a book. The book Relationship Economics: Transform Your Most Valuable Business Contacts Into Personal and Professional Success it is very good to read. There are a lot of people who recommended this book. We were holding enjoying reading this book. If you did not have enough space to bring this book you can buy typically the e-book. You can more simply to read this book from a smart phone. The price is not too costly but this book has high quality.

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