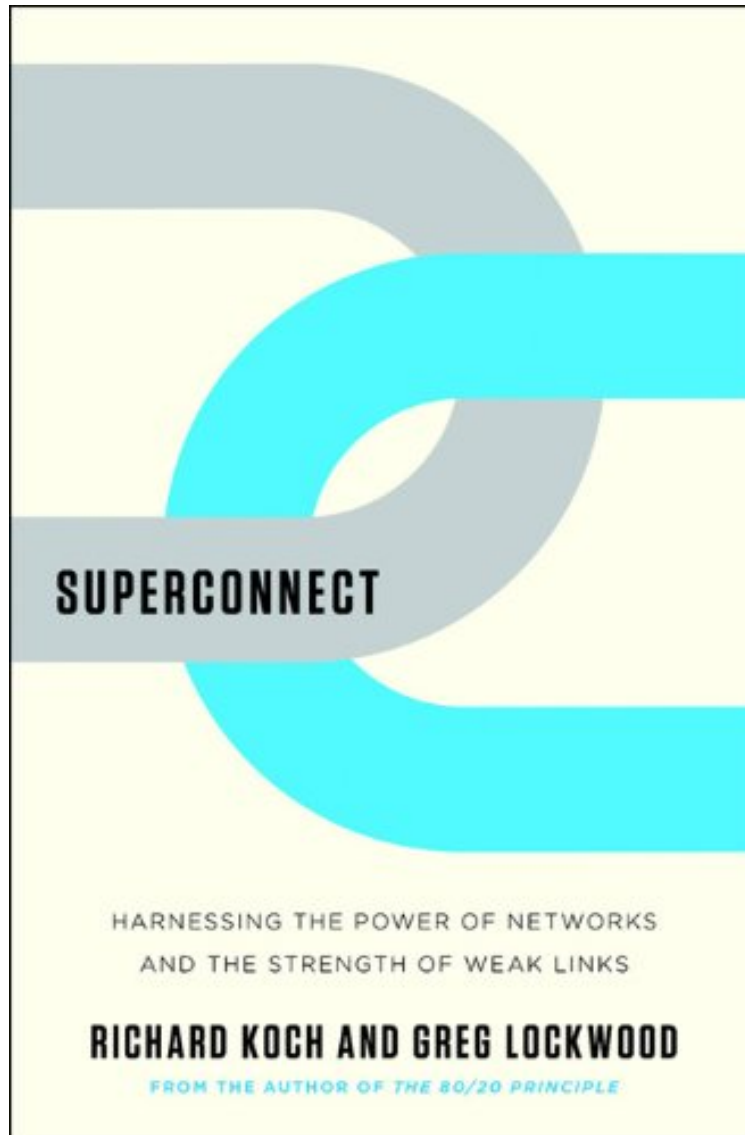


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## Superconnect: Harnessing the Power of Networks and the Strength of Weak Links

*Richard Koch, Greg Lockwood*  
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The practical guide to discovering the rules of our superconnected world through the science and sociology of networks.In Superconnect, Richard Koch and Greg Lockwood show that success is less about who you are than how you connectmdash;a chance meeting with an old colleague leads to a swanky new job; two businessmen collaborate online and cofound a successful start-up; a friend introduces a promising entrepreneur to a millionaire looking to invest. But why do these lucky breaks always happen to other people?Personal and professional networks shape everything we do, but simply knowing that they exist wonrsquo;t help you harness your connections for maximum success. With an eye toward business applications, Superconnect outlines the new rules of our densely linked society. At the core of the analysis are three simple network componentsmdash;strong relationships, weak relationships, and hubsmdash;that interact in surprising, counterintuitive ways. Understanding how these components mesh, and connecting unrelated people, is the way to achieve in todayrsquo;s hyper-connected world.

From Publishers WeeklyEntrepreneur Koch (The 80/20 Principle) and investor Lockwood break down the three types of connection--strong links: long-lasting relationships with friends and family; weak links: relationships with acquaintances; and hubs: the junction of several strong and weak links, such as businesses, social circles, schools, nations. The rock stars of social connections and networking are the eponymous "superconnectors"--individuals and businesses who are disproportionately connected (and significantly more successful as a result)--and their specific talents hold far-reaching implications for market structure, strategy, and industrial policy. Through lively case studies and stories, the authors explore how the Internet has changed links, the new rules and characteristics of a hyperlinked society, and how firms and individuals can benefit from the all-important weak links. Weak links, or casual contacts, are a crucial resource; requiring little work or effort, these relationships "deliver enormous dividends," and this smart and thought-provoking analysis explains how individuals and businesses can harness their power for almost any kind of professional advancement. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. The theory of networks is a hot topic. With its wonderful range of stories Superconnect provides a fascinating insight into a subject that underpins everything we do, from surfing the internet to communicating with friends, from the economic transactions we make to the way we use our brains -- Marcus Du Sautoy A fascinating and enriching read -- Julia Hobsbawm Management Today The theory of networks is a hot topic. With its wonderful range of stories Superconnect provides a fascinating insight into a subject that underpins everything we do, from surfing the internet to communicating with friends, from the economic transactions we make to the way we use our brains -- Marcus Du Sautoy A fascinating and enriching read -- Julia Hobsbawm Management Today