



BOOK NEWS & NOTES

How To Succeed In Business By Building Relationships

(NAPSA)—When it comes to creating a successful business, a company's greatest assets may be its relationships.

A network of contacts—or a Relationship Web—may be what it takes to maximize a company's profits, say Tom Richardson and Augusto (Gus) Vidaurreta, authors of *Business Is A Contact Sport* (Macmillan, \$24.95).

“Business is a contact sport, because human contact, connection, and cooperation form the cornerstones of business,” said Richardson, who with Vidaurreta left Andersen Consulting in 1988 to form Systems Consulting Group.

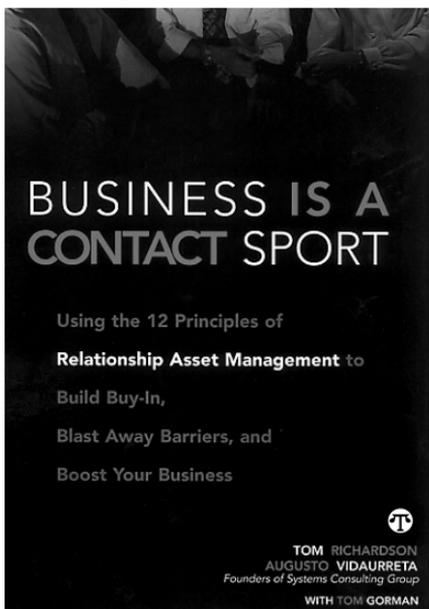
That consulting business grew from a \$150 investment to a \$30,000,000 company in seven years. In that period, the company was twice named by *Inc.* magazine as one of the fastest growing private firms in the nation.

To accomplish this, Richardson and Vidaurreta employed a system called Relationship Asset Management (RAM).

“In our transaction-driven, increasingly virtual world, solid and long-lasting relationships are still fundamental to success,” said Vidaurreta. “To gain tremendous competitive advantage, one needs to look no further than the people you already know and work with.”

Business Is A Contact Sport shows managers and entrepreneurs how to recognize all of their company's relationships as strategic assets—and manage them as such.

“Everything in business is dri-



Relationship Asset Management is a new approach to doing business.

ven by relationships, everything,” says Richardson. “Every goal to be gained or risk to be mitigated can be achieved through the proper use of relationships.”

Vendors, suppliers, lenders, distributors, charities, universities, the media and the local community are just the tip of the iceberg of rich untapped resources that could become lucrative, mutually fruitful strategic assets.

“Ignoring this opportunity,” said Richardson, “is like having a gold mine with rich veins 100 feet deep and only mining the first 10 feet.”

The book is available at all bookstores and at amazon.com.