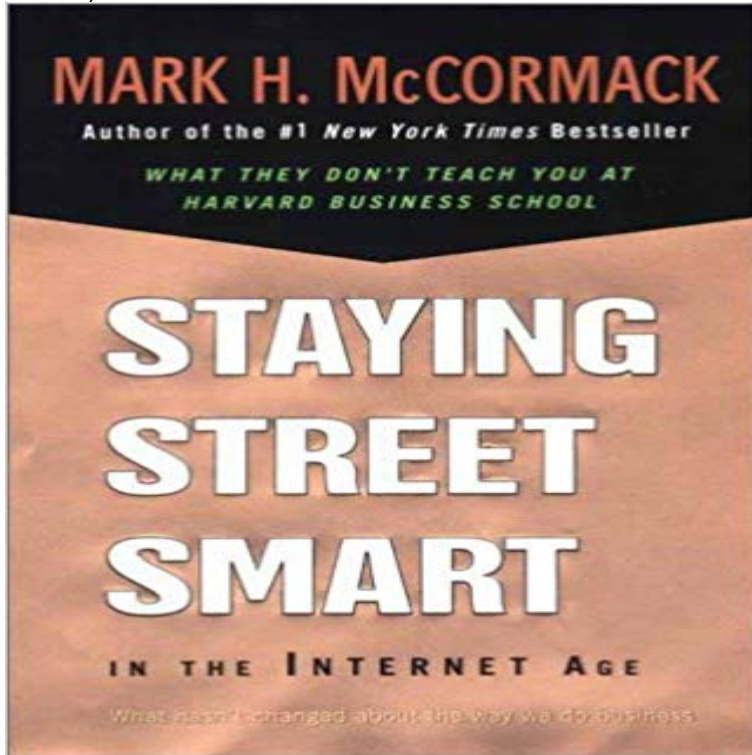


## Staying Street Smart in the Internet Age: What Hasnt Changed About the Way We Do Business



From the author of the #1 New York Times bestseller *What They Dont Teach You at Harvard Business School* comes a revolutionary guide to mastering the business world in the digital age. In 1960, Mark McCormack revolutionized the sports world when he shook hands with a young golfer named Arnold Palmer. It was that simple handshake, combined with a love of golf, that clinched a deal that would help him to build IMG, the most successful and prestigious sports management agency in the world. In 1984, he shook the business world with his landmark bestseller *What They Dont Teach You at Harvard Business School*, a pragmatic manual of real business advice that became the first mega-bestseller of its genre. Now, McCormack returns with the trademark practical, straightforward yet timely wisdom that has established his books as classics in their field. *Staying Street Smart in the Internet Age* is a sensible yet revolutionary protocol for doing business in the age of E-mail, fax machines, mobile phones, and voice mail. McCormacks revolutionary message this time is that there hasnt been a revolution, despite the advent of the cyber age. We still have to conduct business face-to-face. Human communication and contact--how you actually run your day, your life, your office; how you treat your employees, and how you deal with clients and competitors--are still the keys creating a successful, profitable, and stable business. The power of the personal touch is what ultimately seals a business deal. The internet is a fact of life, McCormack acknowledges, but it is no replacement for the old-fashioned business lunch. Our experience, judgment, and human contact are the most important products we sell in business. In ninety-one short take chapters *Staying Street Smart in the Internet Age* outlines the basic business strategies and common sense that will help managers,

business people, and anyone in company life master any upheavals in the digital economy.

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