

BUSINESS RELATIONSHIP TIP

Do you suffer from the following symptoms?

- Decrease in manners?
- Shorter attention span?
- Inability to communicate face-to-face?
- Have a constant ringtone in your ears?
- Loss of personal and business relationships?
- The craving to email a co-worker who's in the office right next door?

Then you may be suffering from B.A.D. — Blackberry Addiction Disorder

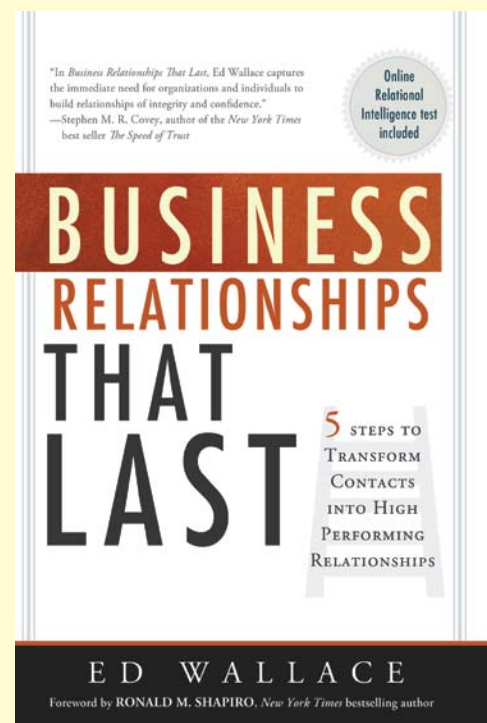
Despite technology and over 8 trillion business emails last year, business is still driven by people, relationships, trust and integrity. If we lose sight of the fact that a real person is on the other end of that call or email, then we miss the opportunity to make our business relationships and our lives richer with the growth and learning that comes from true interaction with others.

So consider putting down that Blackberry for a moment and setting up some 'face time' today!

BUSINESS EFFECTIVENESS TIP

Q: How can I get more privacy in my workstation without being rude to my co-workers?

A: If you're in a workstation and are constantly "challenged" by a lack of privacy at your workplace, propose to management that a Cubicle Workers Code of Ethics be established for workers of a common area.



Business Relationships That Last, like Jerry Acuff's *The Relationship Edge in Business* and Keith Ferrazzi's *Never Eat Alone*, teaches that personal interaction and trust are critical to business success, and equips readers with the tools they need to implement this concept into their daily operations.

“The more people who use the principles and practices in this book to deepen their relationships, the richer we'll all be—and happier!”

—Keith Ferrazzi, bestselling author of *Never Eat Alone* and *Who's Got Your Back?*

ABOUT THE AUTHOR

Ed Wallace graduated cum laude from Villanova University, was a Teaching Fellow at Drexel University while he earned his MBA, and has a CPA designation in the State of Pennsylvania. He is president of The Relational Capital Group, which focuses on helping professionals advance the key relationships that most impact their performance.

