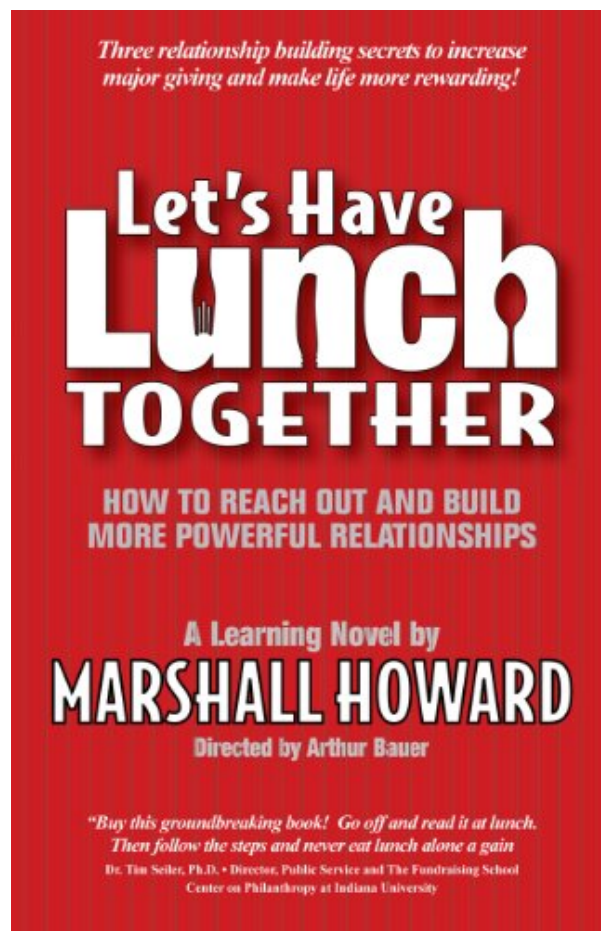


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- Sales Rank: #451678 in Books
- Published on: 2005
- Number of items: 1
- Binding: Paperback
- 183 pages

Features

- Includes Oscar's notebook entries to reinforce key strategy
- Easy-to-read and full of life experiences
- Clear, concise relationship building best practices
- Easy-to-follow steps and skills to build relationships
- Sample conversation openers and starters

Most helpful customer reviews

11 of 11 people found the following review helpful.

Do not be fooled by the cover -- this book is packed with ideas

By demerson19

Despite the weak title, lousy layout, and large font, this is a book packed with great ideas.

Howard puts it in the context of a novel, but this is no literary masterpiece (nor was this his intent). Instead he puts his ideas in a large case study format and we can see how things would work out. The book is written to help with fund raising, but the focus is on relationships. Howard's refrain is "chase the relationship, not the money." While this may not seem incredibly insightful, Howard does well to remind us that success comes from our relationships. People truly need to trust us and we need to trust them if we want to move forward.

I went through a day long workshop with Howard and it was noted that this methods could also be used by a good con artist. Which of course is true -- con artists know that relationships are essential. But because evil may use it does not make it wrong. We can fall into our cynical selves and give up on treating people as they should be. The difference is motivation and the idea is that strong relationships will bring about good things. But if you build the relationships for monetary or power reasons, the relationship will never be strong because it is built on a weak base (all biblically-minded can think stone vs sand here).

Howard's emphasis on relationships makes this work for people in all areas of business. While not a fundraiser myself, it did remind me of how I take for granted some people's support when I should be seeking to find out why support my endeavors to begin with. I have nothing more "to gain" from them, but certainly strengthening those relationships will not only make the business side of things stronger, they may also impact my life. What a concept.

3 of 3 people found the following review helpful.

Fantastic Concepts!

By Eva VanHook

I have really enjoyed reading this book. It lays out the life cycle of stakeholder relationships very well. However, that is not the best part. When I ordered this book it was marked in good condition, may contain highlights, notes, etc. When the book arrived I flipped through the pages to see just how many notes and highlights the book contained. I was amazed because there was not one mark in the book... Until I reached the back of the front cover and found it had been autographed by the author. I am cool with that kind of marking and notes.

1 of 1 people found the following review helpful.

Power book for 501c3 or any sales person

By James M. Morrow

Marshall Howard put in writing what I did over the past 35 years of business. It is about Relationship before money! Excellent pattern for an individual to follow if they are faced with donor development. I have made this a must read for my consulting clients.

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