



How to Network in College: A practical guide to student success in the networking age

Isaac V. Serwanga

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Securing the perfect post-graduate job opportunity. Finding irreplaceable mentors. Building lifelong friendships with students of various backgrounds. These are just a few of the advantages you can experience by applying the principles of networking. A practical guide for the 21st-century college student, *How to Network in College* will show you step-by-step how to attract the right kinds of people into your life from the time you set foot on campus all the way up until commencement day. Taught on the campus of Princeton University, these practical networking strategies have helped college students secure top-notch job offers and cultivate relationships with fellow peers, university faculty, and alumni. These college-tested strategies include: **Develop your PEP Talk:** Your PEP Talk, or personal elevator pitch, is your vocal business card. Learn how to introduce yourself to others in a way that is authentic and professional. **Own your personal brand:** Follow the six steps to develop your own brand and help you stand out from your peers in networking environments both off and online. **Think Big(ger):** How does the unknown college student network with the high profile professional? Learn a specific technique that was used to land a 45-minute conversation with a member of the TIME 100 Most Influential People in the World list. **On-Campus Networking:** How do I connect with the right people? Learn what networking systems you can tap into to amplify your voice and attract to you the right kinds of opportunities for future employment. There is no better time to build meaningful professional relationships than right now. *How to Network in College* is a must read for the student who is looking to gain an edge before entering the competitive world by securing their postgraduate plans and maximizing their college experience.

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