



# The Connector's Way: A Story About Building Business One Relationship at a Time

*Patrick Galvin*

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Great relationships are the difference between success and failure in business.

That's the lesson that Robert Hanson, owner of a struggling insurance agency, is about to learn. By following the advice of two surprising mentors and the natural connectors he meets through them, Robert uncovers powerful relationship-building secrets that have long eluded him...even though they were always in plain sight. As you follow the transformative journey of Robert and his business, you'll discover **seven simple yet powerful rules** for building business one relationship at a time. Whether you're looking to move ahead in your career or grow a company, this book will galvanize you into action and provide a clear path to success.

The new business parable from Patrick Galvin, *The Connector's Way*, builds on the relationship-building themes of classics such as *The Go-Giver* by Bob Burg, *The Greatest Salesman in the World* by Og Mandino, and *How to Win Friends and Influence People* by Dale Carnegie.

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