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It's No "Secret" 2008 to Reveal The "Law of Business Relationships"

Noted consultant says that it's "action" and not "attraction" that builds connections

ATLANTA – As millions of individuals begin a new year seeking the elusive "secret" to success and happiness, businesses too are looking ahead and trying to gain the upper-hand in the marketplace. According to leading business consultant and author David Nour, there is no secret to business success. He says that if 2007 was the year of "attraction," 2008 should be the year of "Strategic Business Relationships."

"There has been so much attention this past year focusing on what you want in life and thinking about what you want to attract," observes Nour. "But simply thinking about the kind of talent, or business success an organization wants to attract will mean little in the coming year if companies are not actively and diligently building the crucial relationships that create desired cultures or business opportunities."

Nour says that most companies focus the lion's-share of their attention on their products, operations and sales effectiveness. But the real value of a company, he assert, and their prospects for growth, are best determined by the quality and depth of their internal and external relationships.

A noted speaker and consultant with such organizations as Coca-Cola Enterprises, Walt Disney Company, and Siemens, David Nour says that while most in business recognize and preach the importance of developing and fostering strong relationships with their customers and prospects, few understand how to actually quantify the value of strategic connections. He says that only through recognition of the specific criteria that helps to focus attention on building and nurturing the right relationships, can the real value of beneficial connections be realized.

“Too many see their business relationships as important, but an intangible, gut-feeling, hope-for, hit-or-miss prospect,” offers Nour. “But organizations need to strategically plan their business relationships with the same discipline as they would their actual marketing or financial endeavors.”

Through his company, Relationship Economics, Nour has created proprietary processes for identifying and bolstering advantageous personal and professional relationship, both outside and within organizations. He says that mutually-advantageous connections are far too important to leave to chance and that companies that discover the “secret” to strategically planning what he calls their “Return on Influence” will gain a sustainable competitive advantage in the year ahead.

Nour points out that in his consulting work, senior executives are frequently surprised by who the real “point-people” are within their organization – and they are often lower on the totem-pole than expected. Nour help companies realign processes and reporting structure to maximize the impact of the most connected, liked and knowledgeable individuals within the organization.

Practicing what he preaches, Nour himself is a master networker – but not in the traditional sense. He says that most think that networking is about exchanging business cards and seeing who can refer business to whom, but contends that most can see through the game. Nour reminds that people do business with people they like and that connections only grow into relationships if there is genuine chemistry and affinity for the other individual with no expectation for financial gain.

In his own work, Nour knows who he needs to know and who needs to know him for his business to flourish. To gain desired introductions or make inroads into an organization, he will employ his own process of triangulation to ensure that multiple connections converge to turn a cold call into a warm and welcome connection.

“Companies need to begin the New Year by taking stock of their current and desired business relationships,” asserts Nour. “They must create a strategic plan for developing, fostering, solidifying and nurturing the important connections they’ll need to make 2008 both personally and professionally rewarding.”

To learn more about the Relationship Economics visit www.relationshipeconomics.net or to interview David Nour, please contact David Avrin, Avrin Public Relations Group at: david@avrin.com or by cell: 303-859-5300.

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