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Too Many Professionals Sitting on the Social Networking Sidelines

Millions of professionals reaping rewards of online connections, while others don't yet "get it," expert says

ATLANTA – Despite the explosion of business social networking sites like LinkedIn, ZoomInfo, Ryze, Spoke and others, many in business have failed to recognize the promise and embrace these online communities. While the unindoctrinated often dismiss the trend as a fad and lump it in with youth-oriented, popular websites as such as MySpace and Facebook, experts warn that those that dismiss the phenomenon as “kids-stuff” are missing the mark and risk getting left behind, or left out of big business opportunities altogether.

“Millions of organizations and professionals are seeing the tremendous potential of these online social networking resources,” says David Nour, a professional speaker and consultant on Relationship Economics. “There are really only two types of professionals: The ones who are expanding their networks and those are arriving late to the party! Online social networking communities are proving to be a tremendous tool for reaching beyond your immediate proximity and creating beneficial relationships across the country and around the world.”

While millions have signed up, Nour acknowledges that even those who are registered online are only scratching the surface of what these social networks can deliver.

“It’s not simply about responding to an invitation to “connect,” but actively leveraging contacts, connections, relationships and desired relationships,” says Nour. “Most people simply post their profile and respond when others ask if they’d like to ‘connect,” he says. “But it’s not just about being listed on each others page, but going beyond connecting to actually contacting, exchanging information, meeting needs and building relationships.”

According to Nour, business-to-business social networking technologies are changing the basic tenants of business relationships. Although in its infancy in terms of its growth and scale, in just a few short years, LinkedIn for example, has been able to capture an enormous amount of mindshare among business professionals in a variety of industries.

“By expanding your spheres of influence, you are expanding your knowledge, expanding your opportunities, building advantageous long-term relationships and likely building your revenue as well,” Nour asserts.

Just as previous generations used their status as fraternity alumni or lodge memberships to nurture desired professional relationships, today’s eager professional or entrepreneur are amplifying their networking efforts with like-minded professionals through social networking sites. But unlike networking of old, proximity is no longer paramount. In fact, Nour says that savvy social networkers can and do develop advantageous connections in virtually every corner of the globe.

“It’s not about simply making friends online,” Nour asserts. “Whether used for business development, attracting talent, identifying a particular expertise, or conducting due diligence on a particular company, these applications will help you find the right people and ask the right questions.”

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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.