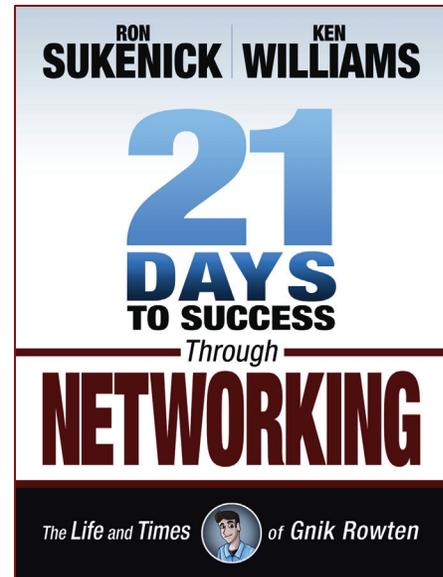


For Immediate Release

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New Book Is a Unique Guide to Networking Success

An engaging business parable demonstrates how anyone can build, extend, and effectively utilize a personal or business network in just 3 weeks.



October 1, 2013, Medford, NJ—Information Today, Inc. (ITI) announced the publication, in print and ebook editions, of *21 Days to Success Through Networking: The Life and Times of Gnik Rowten* by Ron Sukenick and Ken Williams.

In their entertaining business parable, Sukenick and Williams present a range of real-world situations, insights, and challenges through the eyes of a fictional character with whom almost anyone can relate. Gnik Rowten (that’s “networking” spelled backward) has made a fresh start in a new city where he has few if any friends, prospects, or business contacts.

The book traces Gnik’s life over a 3-week period, as each day he discovers and learns tools, techniques, and strategies for effective business networking. Through sharing his successes, failures, and “Aha!” moments, readers learn to extend, deepen, and effectively utilize their personal and business networks.

“It’s a common misconception that you need to be naturally outgoing and tech-savvy in order to master the art of networking,” according to Sukenick. “What many people and organizations don’t recognize is that networking, like any other skill, can be learned through study and practice.”

“Networking is one of today’s most sought-after business skills, but there are few guides available that people will actually take the time to read,” said John B. Bryans, book publisher at ITI. “With *21 Days to Success Through Networking*, the authors have opted to teach through a human story that readers should find approachable, inspiring, and even difficult to put down. Unlike the typical how-to guide, the book connects on an emotional level that facilitates deeper learning.”

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The experiences depicted in *21 Days to Success Through Networking* are realistic, and its lessons are easy to customize and apply. A companion website at gnikrowten.com allows readers to “connect” with the book’s fictional protagonist Gnik Rowten, who can also be followed at twitter.com/GnikRowten.

“Sukenick and Williams have mastered the art and science of one of the most sought marketing tools in the 21st century,” said Steve Bono, presidential director at Lightyear Wireless. “It’s amazing to watch Gnik as he builds a solid network of contacts in only 21 days. This is a book I’m sharing with everyone, every day, all year long.”

Author Bonus Offer to Amazon Buyers for One Day Only—Tuesday, October 1, 2013

Ron Sukenick announced that he will offer an array of online and offline tools at no cost to anyone who purchases *21 Days to Success Through Networking* on Amazon on October 1, 2013. For details on how to take part in this offer, go to bit.ly/16URgiO, or for more information, email Ron at rs@ronsukenick.com.

ABOUT THE AUTHORS

Ron Sukenick is the president and founder of the Relationship Strategies Institute, a global training and business development company that provides the business community with strategies for developing and utilizing deeper professional relationships. He is the author of two other books, *Networking Your Way to Success* and *The Power Is In the Connection: Taking Your Personal and Professional Relationships to the Next Level*. **Ken Williams** is an emerging speaker, author, and business coach. In his work as a direct sales and insurance industry professional, he has recruited and trained sales agents. He speaks frequently about the importance of creating and maintaining strong business relationships. This is his first book.

21 Days to Success Through Networking: The Life and Times of Gnik Rowten (176 pp/softbound/\$15.95/ISBN 978-1-937290-03-0) is a CyberAge book published by Information Today, Inc. (ITI). It is available wherever books and ebooks are sold through Independent Publishers Group (IPG), ipgbook.com. For more information or to order call (800) 300-9868 [outside U.S. call (609) 654-6266]; fax (609) 654-4309; email custserv@infoday.com; or visit the ITI website at infoday.com.

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