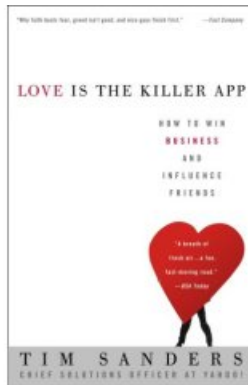




Love Is the Killer App: How to Win Business and Influence Friends

by *Tim Sanders*



Over the past 6 months this gem of a book has been shared enthusiastically amongst the team here at iProCon HCM. It is one of the few books that we have recently read that has provoked personal reflection and has even compelled one or two members of the team to look hard at changing their personal style and approach. The book is written by Tim Sanders a senior executive at Yahoo who focuses on the ideal of being a 'love cat' with the associated characteristics being a crucial element in the search for professional success.

The book focuses on the power of knowledge in the new economy and how individuals can create their own source of competitive advantage through accumulating as much 'relevant knowledge' as possible and sharing this with ever-expanding networks with no ulterior motive other than to improve your relationships, and enhance your own personal brand. We found that the book offers practical advice for improvement both inside and outside of the work place.

The take home message delivered by the book is that a "kill-or-be-killed" mentality won't get you far in today's business world. It is far better to spread knowledge (and 'love') by connecting with people, providing advice, maximizing your time available to increase your intellectual capital and knowledge – All in all just being a "lovecat."

For its thought provoking content, practical tips and the fact that we believe that within every high performing organisation you will probably find 'love cats' shaping the way, our book recommendation for this month is Tim Sanders' Love is the Killer App.