

# BNI Founder Dr. Ivan Misner Unlocks the Secrets of “Business Networking and Sex”

*The Father of Modern Networking and his two co-authors offer insight to help men and women to build better working relationships and avoid business blunders.*

**(Tampa, Fla., April 1, 2012)** - You can earn a promotion, close a deal and get a raise because of your sexual prowess, explains Dr. Ivan Misner, co-author of the newly released book titled “Business Networking and Sex: (Not What You Think)”. Just like the title of the book, though, the reason is not what it appears to be.

“The more effective you are at communicating with and building relationships with members of the opposite sex the more successful you will be in your professional career,” explains Dr. Ivan Misner, founder and chairman of BNI, [Business Network International](#), and co-author of Business Networking and Sex: (Not What You Think) with Hazel M. Walker and Frank De Raffe Jr.

Based on a world-wide survey of more than 12,000 business professionals over a four-year period, “Business Networking and Sex” offers insight to help men and women start building better business relationships with each other and generate better business results for themselves.

Called the “Father of Modern Networking” by CNN and the “Networking Guru” by Entrepreneur magazine, Misner is considered one of the world's leading experts on business networking. Along with being the author of 11 books - including three New York Times Bestsellers; “Masters of Networking,” “Masters of Sales” and “Truth or Delusion”- Misner holds a Ph.D. in Business Administration with a focus on Professional Networking.

After analyzing the results of the survey created, Misner asked fellow networking experts De Raffe and Walker to write from the male and female point of view.

The book explores the in-depth response to the question, “Are men and women really so different, or do we have a tendency to just focus on what makes us different instead of how we are similar?”

“As it turns out, men and women are alike in many ways - they just seem to get to the same place using different roads,” Misner said. “If men and woman could just understand some basic fundamental points, then they can most certainly be more successful when networking and referring to the opposite sex.

“It’s interesting that our study revealed two very distinct facts, seemingly at odds with one another,” Misner added. “The first is that both men and women want to get business from networking and are willing to work hard to get it. The second is that they seem to make

things so difficult for themselves by only networking in the style their own gender prefers and understands.”

According to Misner, men should reach a point where they no longer offend women or are no longer misunderstood by them.

“Until this happens, they will continue to miss out on their potential to do business with women,” Misner said.

Based on the study, Misner also believes that - while men may act boorish and offensive at times - most women should realize that they play a bit part that enables men to continue that behavior without even realizing it.

“They play the part every time they have been offended by an off-color comment, yet said nothing and just sulked away,” Misner said. “They do it when they have been ignored, discounted, or rudely referred to but instead of speaking their mind, just pouted and vowed never to give the guy any business.

“They also do it every time they have ever worn a sexy outfit to a business function and then felt offended that no one was taking them seriously, or worse yet, asking them out on dates rather than listening to their business ideas,” Misner added.

Simply put, men should understand that women are not men, nor should they be. It is not up to them to adapt to your rude or crude behavior. Be polite, be respectful, and be on your best behavior. What is funny and non-offensive to men, may be very insulting to women.

Women, De Raffele added, should be brief and to the point when dealing with men in a business setting.

“Most men like to speak in bullets not paragraphs and don’t need all the editorializing,” De Raffele explained. “Please give us the facts in a logical manner and then let us ask the questions we need if we feel we want more information.

Tom Fleming, President of 40-plus chapters of BNI on the West Coast of Florida will be using Dr. Misner’s book to train up his 1600 members on the right way to network.

\*\*Dr. Misner is available for radio interviews to discuss his book and Mr. Fleming is available for TV interviews. For more information or to schedule an interview, please contact Jeff Louderback at [jlouderback@jotopr.com](mailto:jlouderback@jotopr.com).

### **About Dr. Ivan Misner**

Dr. Ivan Misner is the Founder and Chairman of BNI, [Business Network International](#), the world’s largest business networking organization. Called the “Father of Modern Networking” by CNN and the “Networking Guru” by Entrepreneur magazine, Dr. Misner is considered one of the world’s leading experts on business networking and has been a keynote speaker for

major corporations and associations throughout the world. Dr. Misner is the author of 15 books including three New York Times bestsellers and monthly column for Entrepreneur.com. Dr. Misner earned his Ph.D. from the University of Southern California. He currently lives in Claremont, Ca.

**About Tom Fleming and Business Networking International:**

Tom Fleming is the Executive Director for BNI in West Central Florida and the Referral Institute. When Tom acquired the region, BNI WCF had one chapter with 13 members. The region now has over 40 chapters with 1600 members passing \$50,000,000 in business to each other in the past year alone.

Tom is sought out as a local, national and international speaker on the subjects of marketing businesses by referral and organizational development. He is also a contributing author in two best-selling books on referral based marketing and has been recorded on many educational CD's produced from his speaking engagements. Prior to beginning his career as an entrepreneur, Tom worked for various Fortune 500 firms, earned an MBA from Babson College and a Bachelor's Degree in business from Boston University. Visit BNI West Central Florida at <http://www.bniwcf.com/>.

###