



Ted Rubin on How to Look People in the Eye Digitally: Bringing In-Person Social Skills to the Digital World

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This book is a companion work to Ted Rubin's book, *How to Look People in the Eye Digitally*. It contains 140 AhaMessages™ that inspire new ways to build relationships online that truly grow and prosper.

In today's digital world it's all too easy for us as brands and individuals to let our relationship-building muscles atrophy. We get caught up in a multitasking whirlwind of emails, social updates and text messages where it's easy to let a connection or a conversation fall through the cracks. We're super-connected, yet somehow disconnected at the same time. This puts us at risk of losing the very relationships that help us prosper as companies and people.

In *Ted Rubin on How to Look People in the Eye Digitally*, Ted re-introduces us to the one-on-one communication skills we've forgotten in our rush to new technologies. He shows us how we've let social and mobile technologies hold us back, and teaches us new ways to use the people skills we already have to stay connected in an authentic, human way.

Ted Rubin on How to Look People in the Eye Digitally is part of the THiNKaha series whose slim and handy books contain 140 well thought-out AhaMessages. Increase your influence by picking up the Aha Amplifier and easily share Ted's quotes on Twitter, Facebook, LinkedIn, and Google+.

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