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LEARN HOW TO BUILD EFFECTIVE RELATIONSHIPS IN NEW BOOK FROM EXPERTS MIKE MUHNEY AND MAX PUCHER

“Who’s In Your Orbit? Beyond Facebook – Creating Relationships That Matter” Available Now

Keller, TX – April 30, 2012 – Would you like to get more value from your relationships, and deliver more value to the people you know? *“Who’s In Your Orbit? Beyond Facebook – Creating Relationships That Matter”* guides readers through the process of developing more effective relationships, and in doing so, gaining an impenetrable competitive edge. In the world of connected, yet disconnected, social media, this book teaches readers how to bring relationships into balance, and why strong relationships matter.

The book includes relationship-building strategies, such as:

- How to create, sustain and leverage your Orbits, those spheres of resource and influence among your contacts
- The four essential components of strong relationships
- How to overcome relationship roadblocks
- And more techniques to help you build relationships to achieve your goals -- all with real-world examples

About the Authors

Mike Muhney began his career in sales at IBM, and went on to co-create the contact management software category and co-invent ACT!, the best-selling contact manager. Max Pucher, who also began his career at IBM, founded ISIS Papyrus Software, an enterprise solutions company focused on simplifying technology to empower people. Max has authored a number of books and holds various technology patents.

Together, Mike and Max co-created the Mobile Relationship Software category and co-founded VIPorbit Software International, Inc. Their full-featured app, VIPorbit, is the best way to manage contacts, calendars and communications on the iPhone and iPad. For more information, or to purchase the app, visit www.VIPorbit.com. To book Mike or Max for a speaking engagement, contact media@whosinyourorbit.com.

Praise for the Book

“This book is a blueprint for establishing meaningful relationships in today’s crazy-busy business world. In it, you’ll discover numerous strategies to develop valuable professional connections,” said Jill Konrath, author of *“SNAP Selling”* and *“Selling to Big Companies.”*

Book Pricing and Availability

“Who’s In Your Orbit? Beyond Facebook – Creating Relationships That Matter” can be purchased at Amazon for \$9.99. For more information, visit www.whosinyourorbit.com.

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