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## Cover Story

Austin Business Journal - by [Kate Harrington](#) ABJ Staff

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Austin entrepreneur and author Steve Harper is just fine with readers judging his new book by its cover, but hopes they won't do the same at networking events.

Harper's new book, "The Ripple Effect," depicts a wave rippling through a sea of people, which Harper said represents his book's message - getting beyond the stiff suit facade and understanding the ebb and flow of a person's life experiences in order to network more effectively.

"I encourage people to defy everything think they have to do and how they have to act," Harper explains. "People are too bombarded with trite messages and cold handshakes. The simple 'name and title' is simply nowhere near enough to make a memorable impression."

By making a memorable connection, Harper says both people walk away from an encounter with a more honest and accurate sense of how each could help the other in the future and a greater inclination to do so.

With an initial expectation of selling only a few hundred copies, Harper's first edition has been purchased by more than 7,000 readers - prompting a rewrite and update to include ways to make the most out of social networking sites like Facebook and Twitter. A free chapter is available at his Web site [www.ripplecentral.com](http://www.ripplecentral.com).