



Up Your Game: 6 Timeless Principles for Networking Your Way to the Top

David Bradford

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No matter where you are on your career trajectory, a new college graduate, a CEO, or anywhere in between, networking is essential to your success. Here, David Bradford shows us “network” doesn’t have to be a fourletter word. Bradford, “the Bottlecap Kid,” rose from humble beginnings to become CEO of two of the country’s top 50 tech companies and is arguably the most connected human in the world. In this book, he shares with us his six “UP Principles”—the very same strategies he attributes to his tremendous success. If you want to accelerate your move to the top professionally, or desire to build more and deeper personal relationships, Up Your Game is the answer. “David has always had a passion for hiring top talent and connecting people to opportunity. It is reflected in the teams he has built at outstanding companies like Novell and Fusionio. Up Your Game tells the story of how he gets it done.” —Steve Wozniak, Inventor of the Apple Computer, Chief Scientist, Fusion-io “Success in business—and in life—revolves around relationships with others; Bradford describes how one can effectively and meaningfully connect with others. The combination of his experience and insights makes “Up Your Game” a valuable guide.” —Mitt Romney “No one understands networking better than David, and no one is more connected. In this engaging book he shares how he does it—and how we might do it too.” —Stephen M. R. Covey, author of The Speed of Trust David Bradford is executive chairman and former CEO of HireVue and former CEO of Fusion-io. David is known for accelerating the growth and performance of gamechanging organizations by utilizing his “UP Principles.” Under Bradford’s leadership, Fusion-io was also named the “No. 1 innovation up and comer in the world” by BusinessWeek in 2009 and the “second most promising IT company” of 2010 by The Wall Street Journal. David resides in Provo, Utah. Learn more about David at DavidBradford.com.

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