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NA author has best-seller

BY AMY DeMELIA SUN CHRONICLE STAFF
Saturday, December 2, 2006 11:58 PM EST

NORTH ATTLEBORO

Local resident Michael Macedonio can now add "best-selling author" to his list of credentials now that a book he co-authored has landed on the New York Times best seller list.

Macedonio of North Attleboro co-authored the book "Truth or Delusion? Busting Networking's Biggest Myths" along with colleagues Ivan Misner and Mike Garrison.

The book hit No. 6 on the New York Times best-seller list, No. 4 on the Wall Street Journal's list and No. 3 with USA Today.

The book also hit No. 1 on Amazon.com on the first day of its release.

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"Seeing my name on the cover of a book was a memorable moment. All of this has been a big surprise to me." Macedonio said.

"I got a call we were No. 5 on the Amazon.com best-seller's list, I logged on right as it changed to No. 1. The No. 2 book was by Donald Trump, so for that particular moment in time we were ahead of his book."

The book covers 49 well-known commonly known ideas about networking and marketing, and examines whether those ideas are fact or fiction.

"One of the delusions out there is if you provide good customer service, people will refer business to you. In reality, good customer service is a prerequisite; it's what people expect.

"If you have bad customer service, word of mouth will spread, but a good experience doesn't generate any word of mouth," Macedonio said.

Macedonio is president and managing partner of the Referral Institute, which provides a results-oriented system for training and coaching businesses.

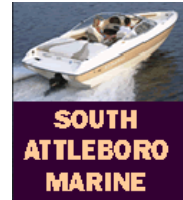
After participating in a training program conducted by Misner's Business Networking International, Macedonio and Garrison, vice president of Referral Institute, and would often come up with referral myths and facts to quiz each other.

The trio realized that the idea would translate well into a book.

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