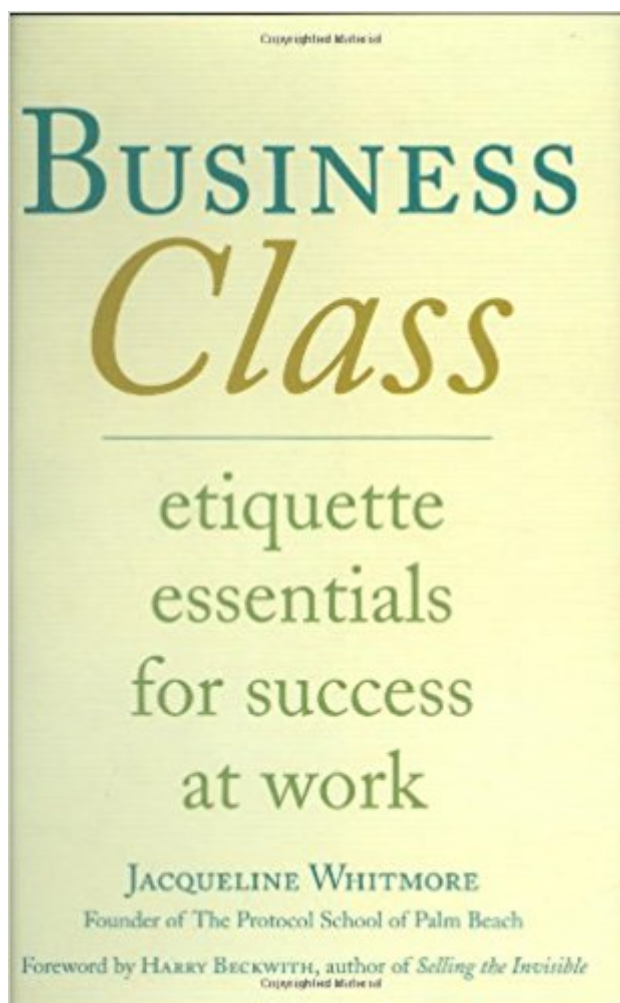


The book was found

Business Class: Etiquette Essentials For Success At Work



Synopsis

Have you forgotten a person's name two minutes after being introduced? Have you wondered which fork to use or how to discreetly pay the check while attending an important business dinner? Have you insulted an international client by mistake and didn't realize it until it was too late? Making these types of errors can get in the way of getting ahead. However, these faux pas can be avoided by exercising a little bit of business etiquette. Business etiquette is a powerful, practical, and profitable skill you can use when it most counts to get a job, keep a job, or succeed on the job. It is a set of rules and guidelines that makes your professional relationships more harmonious, productive, manageable, and meaningful. International etiquette expert Jacqueline Whitmore provides tips, tactics, and cautionary tales gleaned from the experience of a multitude of successful CEOs and top managers as well as information on how to:

- Be more polished and professional in the boardroom or at the dining table
- Master the art of mingling, networking, and remembering names
- Communicate effectively via technology
- Keep in touch, nurture professional relationships, and turn contacts into contracts
- Write effective thank-you notes and send the perfect business gift every time
- Be more "global-minded" and enhance international relationships

Business Class will teach you the nuances of treating colleagues, clients, and customers with courtesy and respect, which in turn will increase your visibility, credibility, and profitability.

Book Information

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Customer Reviews

• A much-needed primer for professionals in today's business environment because whether you

realize it or not, good manners and proper protocol can make or break a promising business relationship. • Tony Alessandra, Ph.D., co-author of *The Platinum Rule* "How you treat others and how you conduct yourself are not casual imperatives. They are important, and if you agree, then this engagingly written book ought to entice you to its pages." • Jack Valenti, former president of the Motion Picture Association of America

Advance Praise for *Business Class* "Readable, spirited, and chock-full of excellent information. Anyone in business, at the bottom or at the top, could benefit from this book." • Letitia Baldrige, author of *New Manners for New Times: A Complete Guide to Etiquette* and former White House Social Secretary in the Kennedy Administration "Fills a gaping void in contemporary business leadership grooming and constitutes an overdue and easy primer for success-oriented commercial leaders." • General Alexander M. Haig, Jr., former White House Chief of Staff, former NATO Commander, and former U.S. Secretary of State "People make decisions about you based on your manners and comportment; this book shows you how to make and maintain a positive impression every time." • Brian Tracy, author of *TurboStrategy: 21 Powerful Ways to Transform Your Business and Boost Your Profits Quickly* "A practical, straightforward, commonsense guide to essential business conduct." • Joanne Gordon, author of *Be Happy at Work: 100 Women Who Love Their Jobs, and Why* "A treasure of how-to's about being a thoughtful, sensitive, and effective human being." • Judy B. Rosener, Ph.D., author of *America's Competitive Secret: Women Managers* and professor at the graduate school of management, University of California, Irvine "An invaluable guide filled with helpful etiquette solutions for your personal and professional life." • Charles P. Garcia, CEO of Sterling Financial Investment Group "A must-read book for all business operations, small or large, that depend on a clientele and employee attitude to make the difference between profit and loss." • Lee Ellis, former vice president of CBS and Gannett Publications (USA Weekend) "Whitmore covers everything from e-mail to formal dinner parties with a warm, friendly style that makes reading the book enjoyable and remembering her advice easy." • Carolyn B. Elman, CEO of American Business Women's Association

As a small business owner I find myself in a variety of social situations and was thrilled to find a book that addresses many of the questions that I frequently had. The book is a quick read and is written in such a way that it entertains you as it educates you. What do you do when you drop a fork at a restaurant? What do you do when someone eats your dinner roll? Do you stand to greet people in all situations? These things happen all the time and it's nice to know what to do! Thanks

Jacqueline for letting me know! You will also want to subscribe to the author's free etiquette newsletter and tips at etiquetteexpert.com.

This book is fairly short (~150 pages) which makes it a quick way to brush up on etiquette. I found myself taking notes on some of the tips offered by the author which I'm sure I'll find useful. The book seems geared towards salespeople and small business owners, although others will find the information helpful as well. The book covers the following topics: First, and lasting, impressions Small touches equal big business Suit up for Success Master you mingle-ability Small talk savy and effective listening Dining for Dollars; The art of the meal Techo-etiquette: minding your manners in the electronic age Going global: How to avoid an international incident The power of positive thinking There are some things that are common sense, although it doesn't hurt to remind us again. I found the tips on mingling and small talk helpful as those are not areas where I'm particularly skilled. The book also covers the classic "where to put your napkin" and "who pays for dinner out" bits of information that we sometimes forget. Since the book is so short, I wouldn't call it a comprehensive guide to etiquette - (see "Etiquette Advantage in Business" by Peggy and Peter Post for an enormous guide to etiquette) Also, it doesn't contain as much "office etiquette" (for those of us who live in large cubicle spaces in huge corporations) as I'd hoped (see "The Etiquette Edge: The Unspoken Rules for Business Success"). Still, I think it's a good quick read and a good starting place for polishing your etiquette skills!

I ordered this book for a college class and to be completely honest, I wasn't expecting much. It helps that I'm interested in this topic, but I was expecting a textbook type read and this is not anything like that. Jacqueline comes off as personable, funny and very knowledgeable in the field of etiquette. I'm very glad I purchased this book new versus used or renting because it is a great addition to my collection and I'm sure I will reference back to it in the future. I have also recommended it to several friends, coworkers and family members. It's a quick, easy read but had very good information that would be helpful to any one.

I had this book for my "event professionals best practices" class this semester and enjoyed every part of reading this book. It is packed with very helpful tips and information that everyone should read. It gave me a lot of tips about job interviewing, how to network and communicate with others, business card etiquette, how to impress employers, and many other things. I am glad I have read this book, and would recommend it to other students, colleagues, and anyone in all job industries.

Love it

This book is a need-to-read for everyone. Although many of the concepts are common sense, they are not used often enough. Jacquelline Whitmore does a great job of reminding us why etiquette and manners are so important to all working people in all industries. Even though this was an assigned book for class, I know I will keep this one in my library.

I most strongly recommend Jacqueline Whitmore's book 'BUSINESS CLASS'. It covers just about everything! I have attempted throughout my career to continue my personal development in both Image and Etiquette, and find this book to be absolutely phenomenal! If you don't continue your development in etiquette, pray that your prospects don't either. Once you learn, the mistakes stand out like a sore thumb. Irma Parone, Sr. Vice President and Florida Region Manager, WEISER SECURITY SERVICES, INC.

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