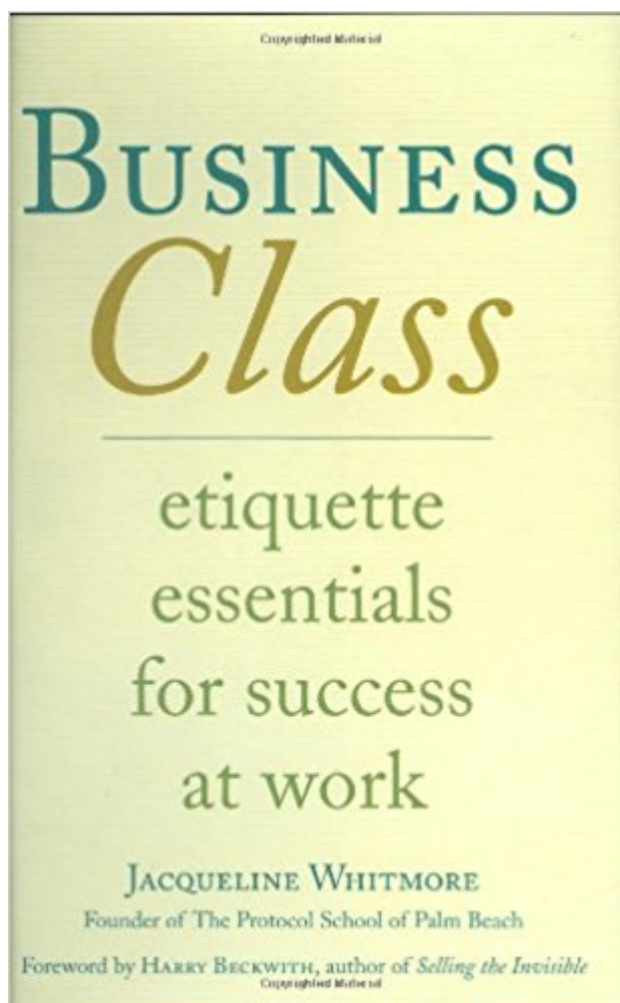


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# Business Class: Etiquette Essentials For Success At Work



## 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



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](http://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 your 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. Jacqueline 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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