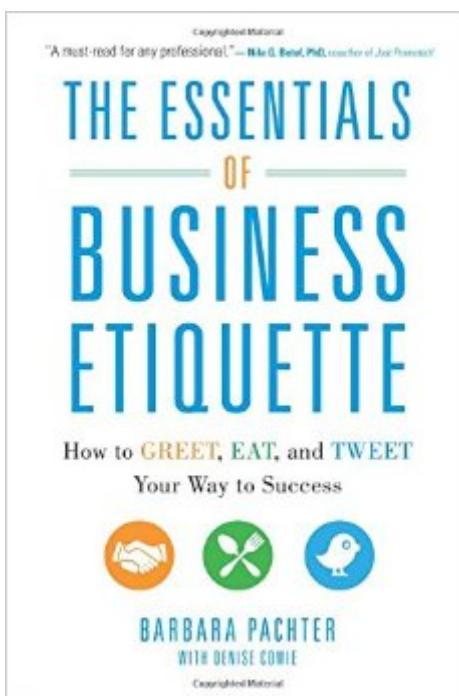


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# The Essentials Of Business Etiquette: How To Greet, Eat, And Tweet Your Way To Success



## Synopsis

The Definitive Guide to Professional Behavior Whether you're eating lunch with a client, Skyping with your boss, or meeting a business partner for the first time--it's all about how you present yourself. The Essentials of Business Etiquette gives you 101 critical tips for improving behavior in any business situation--all delivered in a quick, no-nonsense format. "If you are looking for practical guidelines on how to conduct yourself in a business situation, what behaviors you need to use to get ahead, and how to be sure that you do not offend others, read this book!" -- MADELINE BELL, President and COO, The Children's Hospital of Philadelphia "Pachter has once again done an excellent job at highlighting some key tools to succeed in leadership and how to conduct yourself in the workplace." -- JOSEPH A. BARONE, PharmD, FCCP, Acting Dean and Professor II, Rutgers University, Ernest Mario School of Pharmacy "The pragmatic advice Barbara offers is sure to meaningfully help people be more confident and effective in multiple business situations." -- ELIZABETH WALKER, Vice President, Global Talent Management, Campbell Soup Company à œReadable, well-organized . . . presents practical, sound advice on the most common situations involving business etiquette: communication, body language, dress, dining, telephone, and cell phone use, making presentations, job interviewing, and many other essentials. Recommended. All business collections and readership levels.â • -- CHOICE

## Book Information

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## Customer Reviews

One might initially think that a book like this isn't needed. Looking around the business world shows it is, and for some should be required reading. From tips like dining (BMW keeps your water in the

right place!) to the obvious don't talk negative about the boss on social media, the lack of manners some professionals express is not professional. As I read the copy I received from NetGalley, I thought of my peers in the agriculture world and thought overall we're a pretty good group of people. I've seen others in airports and travel situations that could use this book. Looking and acting your best comes across in attitude. How we present ourselves goes beyond what we say. Common courtesy please and thank you make a difference, but this book goes beyond that. Working a room, ordering wine, handling detractors during presentations - it's covered here. The cell phone and headset advice should be required reading! It's an easy read with action points throughout. Those who heed common courtesy get further because they find more doors open. Worth the money and time to read and implement.

The book has very short chapters for easy reading but everything being talked about seems too brief for my needs. Things being talked about in the book also seem very fragmented. I guess it may be suitable for people who already knew the essentials of business etiquette and just need a book as a reminder. I am glad that I also bought "Business Class" by Jacqueline Whitmore which has more details and explains everything very clearly.

Almost a must for today's social-economic challenging times. Someone told me recently: reading about etiquette?, who cares, we're in the casual times. I said may be, but in my opinion, today's business world is driven by decision makers, global players, policy makers, VIP enterprises, think-tanks and other key actors that do care. And I want my friends, colleagues, customers, members of family and of course myself to move so close as possible around that small segment. And to do so, you need to know the etiquette rules. Written in a pleasant, sometimes humorous way, with clever and easy-to-implement tips. A broad experience of Ms. Barbara Pachter and her collaborator Denise Cowie backounds the theory. As an Ariadne's thread, Ms. Pachter seeks along her book to cause the enthusiasm of the reader, the job seeker, the candidate for a promotion, etc., for learning the key factors on etiquette. Problems like the lack of confidence, the 'putting-yourself-down' symptoms are well described along recommendations on how to fix them. Claudio Steinmeyer Psychoanalyst-Berlin, GERMANY

This book is easy to read and talks about all major issues when it comes to branding yourself. The author gives clear common examples of mistakes we make and how to fix them. I will keep this book for a long time; and I might even have to read it a couple of times as I practice these guidelines

more and more. I am very pleased with it and already notice improvement.

I have devoured this book! Great, easy, quick read. A lot of it is common sense, but once you start reading, you realize how many people you know that need this information! So many answered questions in a clear, relatable form.

The book covers a tremendous amount of etiquette for business situations; the little things that we may have never been taught or forget, that make positive and lasting impressions. The contents are organized in short 1-3 page ideas and with a dash of humor (goes a long way). For its simple, elegant design and typesetting makes this an easy and enjoyable read. Thank you Barbara!

I found this book through an article I was reading online. I decided to get it, and it was well worth it!. It tells really great tips on what is appropriate for the work environment, specially for those of us who are just starting. It gives examples on how a little etiquette, or lack of it, can go a long way. I would definitely recommend it.

I highly recommend this book. It includes valuable real world lessons that can be applied in any workplace. The chapters are quick making for an easy read. I am buying another copy for a family member's birthday.

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