



Business Class: Etiquette Essentials for Success at Work

By Jacqueline Whitmore

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Business Class: Etiquette Essentials for Success at Work By Jacqueline Whitmore

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.

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Editorial Review

Review

"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*

From the Back Cover

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

About the Author

Jacqueline Whitmore is an international etiquette expert and the founder and director of the Protocol School of Palm Beach. Jacqueline has helped thousands of high-powered executives learn how to avoid the missteps and mistakes that may stifle their business relationships and tarnish their reputations. As the Cell Phone Etiquette Spokesperson for Sprint and the founder of National Cell Phone Courtesy Month in July, she makes radio and television appearances to educate consumers about the importance of cell phone courtesy. Jacqueline and her husband, Brian Gleason, live in Florida.

Users Review

From reader reviews:

Nancy Sena:

Nowadays reading books become more and more than want or need but also get a life style. This reading addiction give you lot of advantages. Advantages you got of course the knowledge the actual information inside the book in which improve your knowledge and information. The information you get based on what kind of publication you read, if you want drive more knowledge just go with knowledge books but if you want experience happy read one with theme for entertaining such as comic or novel. The actual Business Class: Etiquette Essentials for Success at Work is kind of guide which is giving the reader unforeseen experience.

Robert Thomas:

Playing with family in a park, coming to see the water world or hanging out with good friends is thing that usually you could have done when you have spare time, then why you don't try issue that really opposite from that. Just one activity that make you not feeling tired but still relaxing, trilling like on roller coaster you have been ride on and with addition associated with. Even you love Business Class: Etiquette Essentials for Success at Work, it is possible to enjoy both. It is great combination right, you still wish to miss it? What kind of hang type is it? Oh seriously its mind hangout people. What? Still don't have it, oh come on its named reading friends.

Shirley Arrington:

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