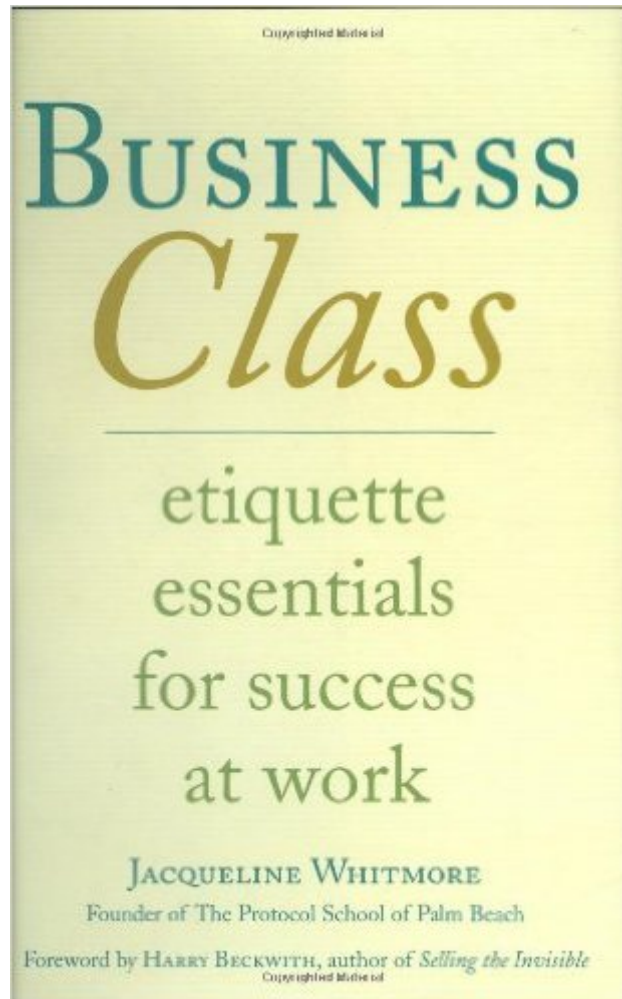


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# Business Class: Etiquette Essentials For Success At Work



## 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

I love this book! There has never been a more timely book than Business Class, it contains the

easiest, most current, and best advice available on business etiquette. One of the things I liked most about the book was how easy to read, learn and apply the lessons are. If you read this book you'll sell more, build better and deeper relationships and feel more confident than you ever have no matter what the business setting. I consider myself very well versed in business etiquette but I was amazed at what I didn't know about current rules. I can't tell you how many business situations I've been in where people simply had no concept of proper etiquette. In reading the book, I learned many things and will definitely be more prepared and appropriate as a result. I had no idea for example that if your fork fell on the floor at a restaurant that you should leave it and ask for another rather than picking it up and asking for another. I also didn't realize what the appropriate thing to do was when a woman walks to the table in a business setting (you'll be surprised, your mom and dad may have given you bad advice). Jacqueline does an amazing job of covering every conceivable business situation and shows you how to handle each appropriately and with grace. If you ever go to business lunches, dinners, mixers, networking events, or interact with clients in any way I strongly recommend this book. You'll be amazed at the power and confidence you feel after reading it.

I was really looking forward to reading this book after going through the .com reviews for this book. I was really disappointed because much of it is common sense. The author goes on and on about the importance of good etiquette, but you probably wouldn't be reading this book if you didn't know that already. I did learn a few pointers, but not enough to recommend this to anyone.

As a true Yankee, I believed I knew all of my manners, but within the first ten pages, of Business Class, I was surprised and kept learning more page by page. I even read parts of the book out loud to corporate girl friends while at the beach. After reading some of the other reviews, I think this is the perfect gift for my college niece and nephew as well as many other friends and business associates. Thank you Jacqueline for bringing back manners in a world that is sometimes too much in a hurry. Please write a book on cell phone etiquette, one which we can pass out to most of the world.

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!

This book gives a surface view of business etiquette, but fails to delve into the true subject. The purpose of etiquette goes far beyond simple courtesy and the ideas behind it are essential for day to day living. I was hoping that this book would focus on specific instances of business etiquette, their histories, and their proper implementation. Instead I was greeted with a laundry list of what to do and what not to do. Blindly following these concepts may get one through a dinner party or two, but without a real understanding of the precepts, a person cannot hope to truly incorporate etiquette into their daily lives or business dealings.

I purchased this book for a college course I am taking. I am amazed at the amount of information I thought I knew but was wrong about! We learn from our parents, family and mentors but not always with business etiquette in mind. It is an easy read packed with a lot of good information. I am glad this is a required book for my class. I have even recommended this book to a couple of my co-workers who plan on picking up a copy if they haven't already.

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