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Manners That Sell: Adding the Polish That Builds Profits (Hardback)

By Lydia Ramsey

Pelican Publishing Company, United States, 2008. Hardback. Book Condition: New. 218 x 145 mm. Language: English . Brand New Book. How can you guarantee a well-run meeting? What are the biggest e-mail mistakes? How casual is business casual ? When it comes to cellular phones, what is the difference between good business and bad manners? Questions like these persist because manners still matter. While technology is rapidly changing the way people conduct business, success in today's competitive business environment comes from attention to detail. Proper manners, etiquette, and interpersonal skills are as crucial to success as are innovative products and services. From making a winning first impression to the handshake that closes a deal, every aspect of working in the business world requires a deep knowledge of how to best and most appropriately deal with customers, coworkers, and clients. In this comprehensive guide to mastering everything from professional relationships and correspondence to business attire and luncheons, Lydia Ramsey, an authority on business protocol and propriety, provides hundreds of invaluable suggestions to master good manners in any business setting. Filled with updated, new information and covering topics such as business handshakes, meeting courtesy, electronic etiquette, gift giving in the office, and...



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