

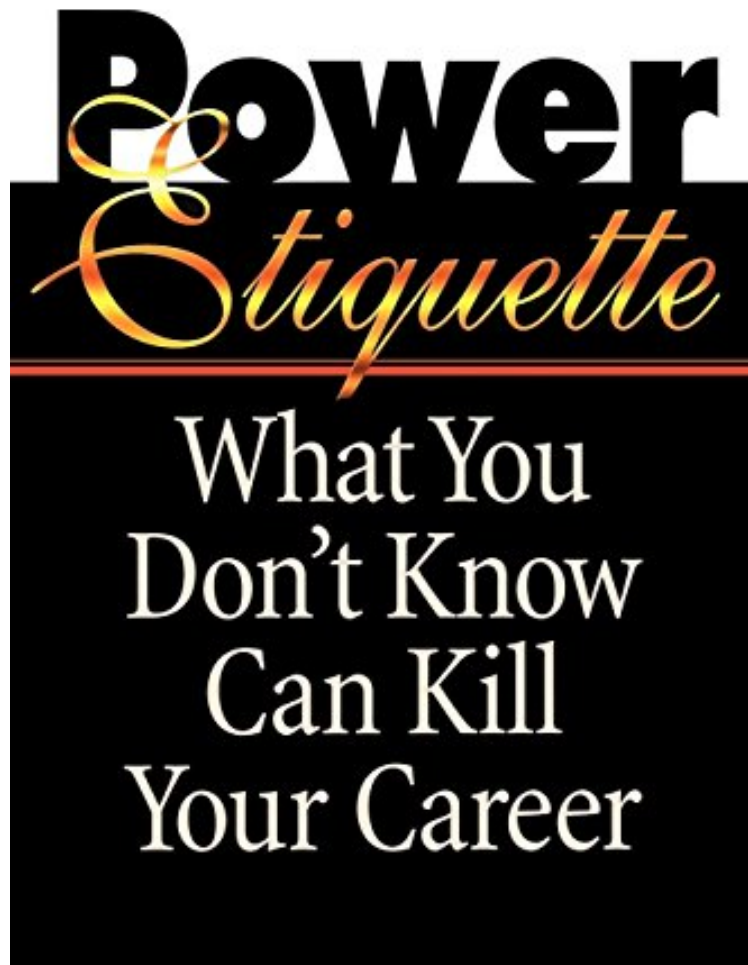
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Power Etiquette: What You Don't Know Can Kill Your Career

Dana May CASPERSON

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No-nonsense guidance to a crucial set of personal career skills. Can table manners make or break a megamerger? Can a faxing faux-pas derail a promising business relationship? Can an improper introduction cost you a client? Can manners (or lack of them) really kill a career? Absolutely. In an era when companies are competing on the basis of service, manners are much more than a social nicety mdash; they're a crucial business skill. In fact, good manners are good business. This no-nonsense ldquo;manners referencerdquo; refreshes readers on everyday etiquette and makes sure they're on their best behavior. It provides quick guidance on such pertinent and timely topics as: * telephone and e-mail etiquette * table manners *grooming and business dress * written communications * gift giving * resumes and interviews * making introductions * public speaking * networking, and more.

...falls into the category of "books you didn't have any idea you needed" ... important addition to ... business career bookshelf -- Quintessential Careers About the Author DANA MAY CASPERSON (Santa Rosa, CA) is president of Professional Resource Institute, an image and etiquette consulting firm with clients including Pacific Bell and Ritz-Carlton hotels. She frequently addresses associations, corporations, and museums on etiquette and protocol.