



Guide to Business Etiquette (2nd Edition) (Guide to Series in Business Communication)

By Gwen O Cook

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A brief, professional, reader-friendly guide to understanding business etiquette.

Put your best professional foot forward with *Guide to Business Etiquette*, a brief text that covers all the important issues and concepts without confusing the reader with excess material.

This edition now covers basic digital etiquette and provides information on how to maintain business relationships.

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Editorial Review

From the Back Cover

This concise, practical book is written for you if you want to become more adept at business etiquette—those important do's and don'ts for every business setting—that will help you appear poised, confident, and professional.

- How do I introduce others and myself?
- What is the etiquette for email, voicemail, and text messages?
- How can I be an effective host or guest during business meals?
- How do I dress for different occasions?
- What is the etiquette for a job interview?
- How can I handle conflict in the office?
- How do etiquette rules change in international settings?

Like all the books in the Prentice Hall Series in Advanced Business Communication, this book is...

- Brief: summarizes key ideas only
- Practical: offers clear, straightforward tools you can use
- Reader-friendly: provides easy-to-skim format

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HOW THIS BOOK CAN HELP YOU

This book is for you if you want to secure a foundation of business etiquette knowledge, to answer specific etiquette questions, and to put your best foot forward to be recognized as a professional. The book will answer questions such as:

- How do I introduce others and myself?
- How do I dress for different occasions?
- What is the etiquette for a job interview?
- How can I handle conflict in the office?
- How can I take stress out of business travel?
- Which is the etiquette for telephone, email, and other kinds of communication?
- How can I be an effective host or guest during business meals?
- How do I moderate a meeting?
- How do etiquette rules change in international settings?

If you want to learn about business etiquette in general, read through this entire book. If you already know the basics of business etiquette, skim for specific, straightforward answers to your questions. You will then be able to:

- Double check your knowledge to avoid potential etiquette blunders.
- Learn more and refine your skills.
- Become familiar with a quick reference resource for answers on how to deal with new situations or provide

answers to recurring etiquette questions.

Perhaps most importantly, this book will help you appear poised, confident, and professional by providing essential information and practical examples of important etiquette practices in today's changing working environment.

WHO CAN USE THIS BOOK

This book was written for you if you want to become more adept at business etiquette—those important do's and don'ts for every business setting. Here are just a few reasons why mastering the basics of business etiquette is so important to your career.

- Etiquette mistakes can result in lost jobs, lost sales, and poor working relationships.
- You spend the majority of your working hours interacting with people. Learning the etiquette necessary to navigate these working relationships successfully gives you confidence and poise.
- Those who practice business etiquette are respected and recognized for their professionalism.
- Maneuvering successfully in cross-cultural situations can save you career embarrassing *faux pas*.
- Basic business etiquette is expected, but rarely taught.

WHY THIS BOOK WAS WRITTEN

We have conducted seminars and coached students and experienced managers on the basics of business etiquette for years. After many discussions, it became clear to us that, no matter who was asking the questions about proper etiquette, those questions began to show similarities: it seems that business people have many of the same concerns and discomforts when it comes to questions of etiquette.

As we searched for a book that provided clear, concise, and useful guidelines for these questions, we were disappointed. What we found tended to fall into one of two categories: one group of books was both cutesy and almost flippant about etiquette issues; the second group read like tomes covering everything you could ever think to ask—and in excruciating detail.

To fill that gap and address the needs of busy professionals, Prentice Hall has created the Prentice Hall Series in Advanced Business Communication: brief, practical, reader-friendly guides for people who communicate in professional contexts. (See the inside front cover for more information on the series.) Like the other books in the series, this book is . . .

- *Brief*: The book summarizes key ideas only. Culling from thousands of pages of text, we have omitted bulky examples, cases, footnotes, exercises, and discussion questions
- *Practical*: This book offers clear, straightforward tools you can use. It includes only information you will find useful in a professional context.
- *Reader friendly*: We have tried to provide an easy-to-skim format using a direct, matter-of-fact, nontheoretical tone. Those hoping to gain new ideas can read it in its entirety; those wishing to refresh their memory should be able to skim specific pages easily.

HOW THIS BOOK IS ORGANIZED

For ease of use and reference, we have divided this book into eight, self-contained chapters. Each chapter is packed with useful information for everyday and special business settings and occasions.

Chapter I : Understanding the Rules of Etiquette

A quick trip back through history sets the stage for etiquette practices today. Although some things have changed, many modern rules of engagement are deeply rooted in the practices of the past. The chapter concludes by exploring what you need to know to work confidently in today's changing business world.

Chapter 2: Creating a Powerful First Impression

Learn to make the most out of the powerful messages you send by how you dress, make introductions, shake hands, and carry on conversations during first encounters. In addition, this chapter pays special attention to interviewing skills, one of the most difficult relationship-building situations we face during our careers.

Chapter 3: Maintaining Business Relationships

Maintaining positive and productive working relationships requires effort on your part. Learn how to deal effectively with the inevitable conflict that finds its way into working relationships. Discover how to destress travel, deal with your own or others' romantic inclinations, and how to maneuver effectively through your physical working environment.

Chapter 4: Communication Etiquette

This chapter provides an overview of communication etiquette-written and oral-to use in the wide variety of channels we use today (ranging from email to telephone to face-to-face). Learn how to identify your audience, then construct and deliver effective messages.

Chapter 5: Basic Business Dining Etiquette

Business dining is much more than sitting down to a meal. This chapter equips you with the fundamental etiquette basics for typical dining settings, from breakfast through dinner. Learn what is expected of you as a host or a guest.

Chapter 6: Special Dining Events

Special dining events can be a bit intimidating by their very nature: they are special! We take the mystery and possible intimidation out of formal events by deconstructing the courses at a meal and setting and walking through the basic do's and don'ts. You will also learn how to enjoy yourself at banquets, celebrations, and casual business dining settings.

Chapter 7: Successful Meetings

This chapter covers what to do before, during, and after a meeting. Learn how to be a productive organizer, facilitator, and participant.

Chapter 8: Cross-Cultural Etiquette

Venturing into the international business arena requires learning a new set of etiquette skills. In this chapter, you will learn the nuances needed to greet people and build relationships in various cultures. Eye-opening examples will alert you to the importance of studying other cultures in detail if you want to avoid embarrassing cultural faux pas.

BIBLIOGRAPHY

Throughout the book, we provide practical advice for novices just entering the work world, as well as seasoned executives seeking to keep their business etiquette skills on the cutting edge. In the bibliography at the end of the book, we include a list of references for those interested in exploring a subject in more depth.

Users Review

From reader reviews:

Kathy Natal:

What do you consider book? It is just for students because they are still students or this for all people in the world, the particular best subject for that? Simply you can be answered for that issue above. Every person has several personality and hobby for every single other. Don't to be forced someone or something that they don't would like do that. You must know how great along with important the book Guide to Business Etiquette (2nd Edition) (Guide to Series in Business Communication). All type of book can you see on many solutions. You can look for the internet options or other social media.

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Reading a book to be new life style in this season; every people loves to go through a book. When you study a book you can get a great deal of benefit. When you read publications, you can improve your knowledge, mainly because book has a lot of information upon it. The information that you will get depend on what sorts of book that you have read. If you would like get information about your review, you can read education books, but if you want to entertain yourself read a fiction books, this sort of us novel, comics, as well as soon. The Guide to Business Etiquette (2nd Edition) (Guide to Series in Business Communication) will give you new experience in reading through a book.

Johnnie Gonzales:

Is it anyone who having spare time then spend it whole day by means of watching television programs or just laying on the bed? Do you need something totally new? This Guide to Business Etiquette (2nd Edition) (Guide to Series in Business Communication) can be the reply, oh how comes? The new book you know. You are thus out of date, spending your free time by reading in this brand new era is common not a geek activity. So what these guides have than the others?

Marcus Huskins:

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