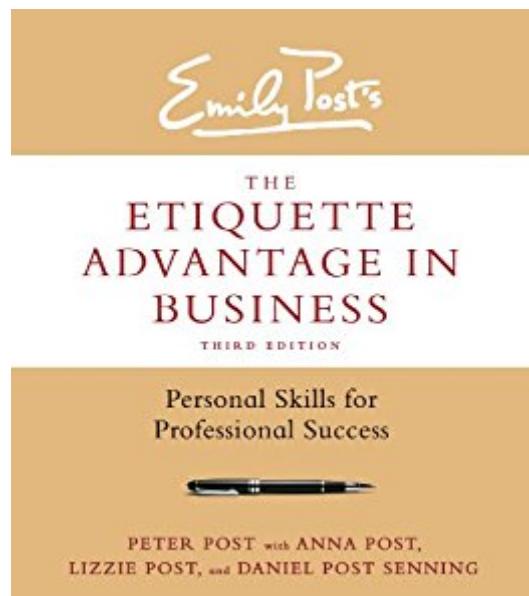


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# The Etiquette Advantage In Business, Third Edition: Personal Skills For Professional Success



## Synopsis

Your key to professional and personal successCompletely revised and updated, the third edition of the Posts' The Etiquette Advantage in Business is the ultimate guide professionals need to build successful business relationships with confidenceToday, more than ever, good manners mean good business. The Etiquette Advantage in Business offers proven, essential advice, from resolving conflicts with ease and grace to building productive relationships with colleagues at all levels. It also offers up-to-date guidance on important professional skills, including ethics, harassment in the workplace, privacy, networking, email, social media dos and don'ts, and knowing how and when to take responsibility for mistakes. For the first time in business history, four distinct generations inhabit the workplace at the same time, leading to generational differences that can cause significant tensions and relationship problems. The Etiquette Advantage in Business aims to help navigate conflict by applying consideration, respect, and honesty to guide you safely through even the most difficult situations. Written for professionals from diverse backgrounds and fields, The Etiquette Advantage in Business remains the definitive resource for timeless advice on business entertaining and dining etiquette, written communications, appropriate attire for any business occasion, conventions and trade shows, job searches and interviews, gift-giving, overseas travel, and more. In today's hyper-competitive workplace, knowing how to get along can make the difference between getting ahead and getting left behind. The Etiquette Advantage in Business provides critical tools for building solid, productive relationships and will help you meet the challenges of the work world with confidence and poise.

## Book Information

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## **Customer Reviews**

" The Etiquette Advantage in Business, Third Edition: Personal Skills for Professional Success " should be a must read book for every professional in the United States. It is an excellent book. This "...third edition also brings added emphasis to the growth of digital communication and social networking. Texting, tweeting, blogging, LinkedIn, Facebook, and even Pinterest now can be used to build relationships or be abused and hurt relationships and even cost people their jobs..." At the beginning of the book the authors, Anna Post, Lizzie Post, Peter Post, and Daniel Post Senning, go through great length to describe the positives and advantages of following the advice this book conveys."... A survey in 2000 revealed how serious the issue had become: more than 50 percent of workers had been treated rudely. As a result, 22 percent of them were decreasing their work effort and 12 percent were leaving their jobs because of it..." These are shocking numbers. The book covers the effects of every tiny details from not holding a woman's coat, over not washing the dishes in the company kitchen, to falsifying financials and lying about one's contribution to a project. Again, the numbers are shocking."...

Who better to instruct you on business etiquette than the family that is in the business of etiquette. The Emily Post Institute attempts to be straightforward with a touch of class. The cover jacket is a ho-hum beige, white and black with a little burgundy to spice things up to lukewarm. If you look under the jacket, you'll see that the gray near the spine is off-set by the dull brick red. What gives it the extra elegance is the gold lettering. Elegant but understated. Although Post attempts to be relative in today's new age of young upstarts making billion dollar businesses in technology, after working for two multinational companies, I'm torn between feeling this book is out of touch to feeling the management was out of touch. For instance, what about a company where the dress code seems to be shorts and T-shirts, where informal Friday has been extended to every day and silly string is considered an appropriate way of celebrating? So this may not apply to offices where everyone is armed with a rubber band gun and people compete at having the craziest personalized space. Of course, I should add that particular company had several problems that could have been

resolved if the young men who started it had taken lessons from Emily Post such as understanding that OSHA regulations aren't just for middle-aged men and women. The first chapter neatly points these things out--not directly because Emily Post won't advise you on legal matters. Instead, they do identify a number of different types of unethical behavior according to the Ethics Resource Center National Business Ethics Survey from 2013. Ah yes. That Internet company should have paid attention here.

The bottom line is you can't go wrong following the Posts' advice 99% of the time. One percent of the time what you do comes down to experience and grit. Probably the best view of this book comes from understanding that armies train 99% of the time - AND that military leaders are followers themselves. Embracing the counsel in the book 99% of the time makes you more likely make good decisions in situations where doubts arise. Below are the bases for my review. There is no substitute for grit. Period. Only in government, second tier consultancies and major nonprofits can marginal performers expect to retire in the top material quintile by blindly following the advice in this book. As another reviewer pointed out, the Posts' advice is plain vanilla, which, fortunately for the overwhelming majority around the globe is incredibly good advice. People with a taste for tutti fruity need talent or other advantages, because when the final chapter is written in every culture, grit and excellent plain vanilla manners is the combination most likely to facilitate success for average performers. Over the years some frustrated employees claim they were "too polite" or "too deferential" for their own good. There was no reason then and is no reason now to doubt their word. Manners are about forms and norms. Some folks are above the mean, others are not. Keep in the back of your mind that good manners do not require taking the second seat to a competitor. Ever. Even under fire where the impulse can be strong. Accepting responsibility is as critical as manners to long term success.

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