

BUSINESS ETIQUETTE

BY PATSY ROWE



Did you know that a knowledge of Business Etiquette can make the difference between getting ahead, or, being left behind in an increasingly competitive business world? “Today, many people are not always confident of knowing what to do, and most importantly how to do it,” says Patsy Rowe, columnist, keynote speaker, corporate trainer and best-selling author of four books on modern etiquette. “I wrote *Business Etiquette* to help anyone who wants to be the best they can be: from successfully applying for the perfect position, to working efficiently from home, from keeping customers happy and enticing them to do more business with you, to being more assertive & saying no when you need to.”

Discover how to:

- deal with being dissatisfied or unhappy in your job with strategies to improve relationships with colleagues and management
- manage your cyber CV & apply successfully for jobs online
- shine whether ‘in person’ or ‘in Skype’ interviews
- make effective introductions and create a positive first impression
- break into a group, mix ‘n’ mingle with intent and maximize your contacts after a function
- manage today’s new gender etiquette
- make Social Networking work for you, or your company
- say “a few witty words” in public when you need to
- be a respected manager
- wine & dine with confidence - your role as either host or guest.

This book will teach you everything that isn’t taught at home, in school or at university today!

ABOUT THE AUTHOR

Patsy coaches internationally on business etiquette, conducting seminars and more than 100 corporate speaking engagements each year. She is also a columnist, book critic and makes regular appearances on radio and television. Patsy is the author of *Business Etiquette* (3rd edition); *The Little Book of Etiquette*; *Manners for the Millennium: Etiquette for Men and Women*; *Manners Magic for Children: A Guide to Popularity and Success*; *Public Speaking*; *Secret Women’s Business: How to Get it All and Keep it*; *Irresistible Italy: A Journey of the Senses*; *No Sweat, Not to Worry, She’ll be Jake*; *Am I having Fun Yet?* and *You Are Leaving Tuesday, Aren’t You?*

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