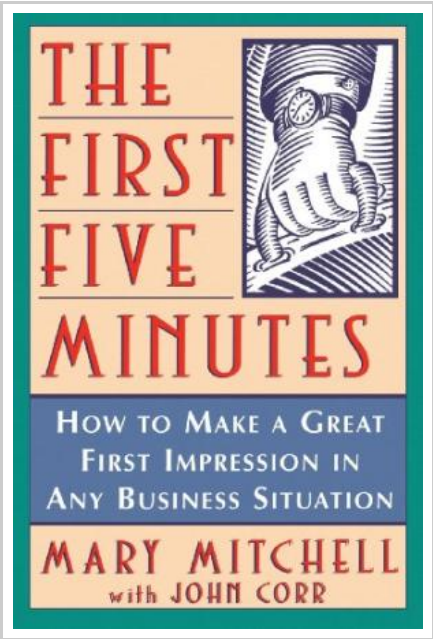


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The First Five Minutes: How to Make a Great First Impression in Any Business Situation

By Mary Mitchell

Wiley. Paperback. Book Condition: New. Paperback. 290 pages. Dimensions: 8.9in. x 6.0in. x 0.8in.This valuable guide made an immediately favorable impression on me--I recommend it. -- Letitia BaldridgeBusiness communications expert Mary Mitchell gives business people and job seekers everything they need to make the right first impression, whether in person--at job interviews, sales calls, or social gatherings--or via letter, fax, or e-mail. Based on Mitchells popular corporate seminars which have been attended by employees of Arthur Young, Ritz Carlton Hotels, Merck, and other top firms, The First Five Minutes. Gives practical tips on cultural customs, body language, and cross-dressing customs. Uses realistic scenarios and sample dialogues to show readers what to do and what not to do in every type of first-meeting business situation. Explains and simplifies the new and changing rules of conduct in todays global business environment. MARY MITCHELL (Philadelphia, Pennsylvania) is President of Uncommon Courtesies, a firm specializing in teaching business people better communication and relationships through improved social skills. She writes a syndicated column called Ms. Demeanor for King features, is the Prodigy online modern manners expert, and is the author of The Idiots Guide to Etiquette. JOHN CORR (Philadelphia, Pennsylvania) is a writer with the Philadelphia...

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