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Emily Post's The Etiquette Advantage in Business, Second Edition
Personal Skills for Professional Success
By Peggy Post & Peter Post

BURLINGTON, VT—Is that what you're wearing to work today? Are you sure? Did you just push the ethics envelope a little too far by telling that white lie for your boss? Do you know how to introduce your boss to the new top client? Are you ready to negotiate the formal table setting at next week's sales awards dinner at the Ritz? Is it appropriate for your boss to come down on you for using email for personal purposes?

Find these answers and much more in the second edition of *The Etiquette Advantage in Business* (HarperCollins, \$27.95, May 3, 2005) by Peter Post and Peggy Post. America's foremost authorities on etiquette discuss why manners matter in today's business world. From the subtleties of crafting the perfect business letter to the mechanics of table manners and business social events, the book's advice shows every businessperson—no matter what rung of the corporate ladder they're on—how to handle manager meltdowns and client panic attacks.

"Etiquette is based on principles— consideration, respect and honesty. In the world of business, while your manners can make or break you, what's really important is knowing how to make choices as you work with people so you can build the most successful relationships possible. It's not about knowing all the rules of etiquette, it's about being flexible and sincere in your words and actions," says Peter Post, the book's co-author and a New York Times syndicated columnist.

With headlines abounding on the moral misdeeds of the corporate world, the second edition puts a chapter on ethics front and center. The Posts analyze the link between business etiquette and corporate ethics, including:

- How ethics affect the bottom line.
- Whether or not you should lie for your boss.
- Why your co-worker is more likely to intimidate someone or stab you in the back than steal from the company.
- What the top ethical pitfalls are in today's business world and how to avoid them.
- How to plead guilty and take the rap.

The Etiquette Advantage in Business includes the most popular questions (and answers) asked of the Posts at business etiquette seminars across the country and in monthly columns in the *Boston Globe*, *Men's Health* and *Good Housekeeping*. These include:

- How can I take responsibility for mistakes without losing face?
- What's the best way to tell my boss she's wrong?
- If a co-worker has terrible body odor or wears too much perfume, should I tell her? What should I say?
- I'm sick of contributing to office charity collections, how can I make it stop?
- How can I be the master of my cell phone, email, pager and PDA rather than a slave to these technology tools?
- Can I build a better relationship with my boss without looking like I'm kissing up?
- What's OK and not OK to wear to work? What about business social events?

Reflecting the ever-accelerating pace of business, *The Etiquette Advantage in Business* concentrates on the most important manners for personal and professional success. The book is for every business person whether they wear white or blue collars, work at home and or regularly do business overseas.

The Etiquette Advantage in Business addresses the needs of employees in the junior to mid-level range, but also counsels top management about matters such as how to maintain good relations with employees and how to deliver and accept criticism.

Says co-author Peggy Post, "Whether you're a pin-striped corporate executive or a sneaker-wearing techie, it's always valuable to know the ins and outs of cell-phone manners, how to pick an appropriate business gift, or host a business dinner. By

incorporating business etiquette into your skill set, you're laying the foundation for future success.”

The book is divided into five sections:

The Keys to Success: These three chapters concentrate on the most important part of the etiquette equation: you. They address the basic principles of etiquette, including why and how it enhances interactions with others; the importance of ethical behavior, including guidelines for setting and maintaining high ethical standards; and advice on business attire and grooming for men and women.

At the Workplace: Every aspect of office life is covered in these seven chapters, including how to get along with your coworkers and supervisors; how to manage your work space (be it a pick-up truck, a cubicle or a corner office); relations between the sexes; how to be a considerate and effective manager; the art of running a meeting; and the etiquette of “virtual working.”

Rising to the Occasion: Five chapters serve as confidence builders for conducting business while breaking bread. Host or attend a business meal with ease after reading this soup-to-nuts summary of what to do before, during and after a business meal. This section decodes the most formal table setting at a business dinner or lunch and provides tips on choosing an appropriate business gift.

Communication: Devoted to the etiquette of self-expression, these four chapters cover the spoken word—including the importance of introductions; the art of conversing well; and considerate phone behavior. Plus, this section offers tips on how to express yourself skillfully in writing, both in the traditional way and in electronic form.

On the Road—Here and Abroad. This section is all about the etiquette of business travel, including advice on domestic travel; behavior at conventions and trade shows; and the special challenges posed by international travel, where understanding and respecting your hosts' culture is the indispensable first step in any successful business negotiation.

The Job Applicant. These final three chapters explore how to use etiquette to your advantage when conducting a job search, applying for a job, updating your resume and cover letter, and successfully attacking the job interview process.

About the Authors

PEGGY POST, Emily Post's great-granddaughter-in-law, is today's recognized leading authority on etiquette and the author of eleven books. Millions seek her advice through her monthly columns in *Good Housekeeping* and *Parents* magazines and her articles in *InStyle Weddings* and on WeddingChannel.com. She conducts hundreds of speeches and media interviews annually, and her television appearances include *Dr. Phil*, *Good Morning America*, CNN, *20/20*, *Live with Regis & Kelly*, *Oprah*, *Dateline NBC*, *The Early Show*, *The View*, and the *Today* show. Peggy is a director of the Emily Post Institute.

PETER POST, great-grandson of Emily Post, is the author of the *New York Times* best seller *Essential Manners for Men*. He writes monthly for *Men's Health* magazine, and his weekly business etiquette column in the *Boston Globe* is distributed by the New York Times Syndicate. A director of the Emily Post Institute, Peter conducts hundreds of seminars, speeches, and media interviews on business and general etiquette each year, and his television appearances include *Weekend Today*, *Dateline NBC*, *The Early Show*, CNN's *Crossfire*, CNBC's *Squawk Box*, and *CNN Headline News*.

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by Peggy Post & Peter Post

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For more information or to schedule an interview: tricia@emilypost.com

2005 Tour Dates

May 2-3	San Francisco, Peggy Post
May 4-5	National Radio Satellite Tour, Peter Post
May 9-13	Boston, Peter Post
May 16-17	Washington, D.C., Peter Post
June 20-22	New York City, Peter Post
June 23-27	Chicago, Peter Post

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