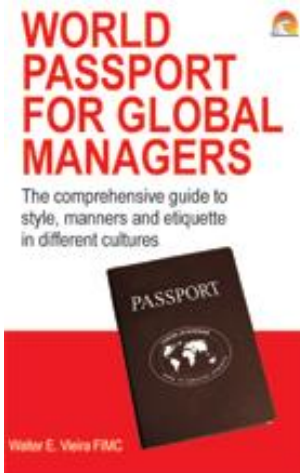




World Passport For Global Managers



Author: Walter Vieira
Format: Paperback
ISBN: 8178061848
Code: 9384C
Pages: 168
Price: Rs. 150.00 US\$ 6.00

Publisher: Unicorn Books
Usually ships within 5 days

World Passport is a concise guide to navigating successfully in the global village. Technical knowledge and managerial skills are essential. But they are not enough. You need a high order of human skills. And experts in international business admit that success in managing people in different continents and building relationships and trust, depends on Business Etiquette. It is therefore worth spending time and trouble to learn more about Business Etiquette. World Passport is only an introduction.

In April 2009, the Economist had an article, which made three points:

- * Manners maketh the businessman.
- * Rudeness is out, and civility is the new rule in an uncertain world.
- * It is now all about charm and openness and taking time with people.

Walter Vieira dips into 40 years of experience as a global manager and management consultant, operating across four continents. This book is filled with first hand, personal experiences and written in Walter's inimitable style – simple, lucid, direct and with a touch of humour.

A characteristic of his 10 other books. World Passport may motivate you to read more, observe more, and learn more, about the different ways in which people do things and how they are different from ours. And help you to behave appropriate in varied situations always with the theme – 'show consideration for others'. Business Etiquette can then be connected to Business Success – especially on the global platform – because Manners maketh the businessman.

Contents

Preface by William Thourlby
Prologue
Introduction

1. Is Etiquette Artificial and Outdated?
Be Yourself, Be Natural
Elements of Good Business Etiquette
Musings: Why National Culture Counts
Musings: Individual Behaviour Projects the Country's Image
Musings: Some Norms are Universal

2. Learning by 'See and Do Likewise'
Does this Always Work?
Musings: Segmenting and Communities
A Need for Behaving Appropriately
Musings: And There Are No Precedents



3. Personal Grooming

Our Biggest Obstacle is Our Own Ignorance
On Hair, Teeth and Fingers – The Danger Areas

4. A Sense of Dress – In Context and Appropriate

Business Wear: Style and Function

Musings: It's Just Not Done

Musings: Looking Down and Up

What's Right or Not Quite – For the Men

What's Right or Not Quite – For the Women

5. Non-Verbal Communication

It Says More Than Words – Spoken or Written

Musings: Lack of Courtesy through Non-Verbal Communication

Musings: Again the Great Divide – Understanding Non-Verbal Communication

Musings: Corporate Indiscretion

The Non-Verbal Message

6. Verbal Communication

Tell Enough, Just Enough

A Common Wavelength

Musings: Good Human Relations – Based on Empathy

Introductions – The Rules are Simple

The Visiting /Name Card

Understanding Paralinguistics Helps

Understand Other Cultures

Musings: Tune in to Tones

7. Use of the Telephone – Sometimes the Only Entry Point For Relationships

A Summary of Do's and Don'ts on the Telephone

8. A Sense of Time

As an Individual Commitment

As a Projection of the Image of the Organisation

As a Corporate Promise

Time Across Cultures

Musings: Building Trust, Takes Time

9. Being Discreet – How Much is Too Much?

Musings: On Discretion and the Lack of It

Musings: Discretion in Action

Courteous, Pleasant and Positive

Musings: Vignettes of Courtesy in Different Countries

Key Office Etiquette Tips

10. Entertaining in Business

Power Breakfast

Lunch

Afternoon Tea

Dinner

11. Entertaining and Being Entertained

What Do You Do Before, During and After

Musings: Fingers, Forks and Knives

Musings: The Little Things That Count in the Way We Eat

Musings: Coming to the End of the Meal

12. The Cocktail Party – Use and Abuse

Musings: Too Much Alcohol damages Livers and Careers



13. Giving and Receiving Gifts

A Norm in Business or a Bribe?

What you should and should not give

14. Neutral Conversations

The Great Facilitator

Musings: Courtesy with Thoughtfulness

15. Business Etiquette towards Elders and Women

16. Business Etiquette towards Superiors and Clients

17. Business Etiquette with Client Personnel and Subordinates

Musings: 'After You, Please'

Musings: Universal Rule and Regional Rules

18. Different Strokes for Different Folks

Musings: Some Things Remain the Same

While Some Things Change

Musings: In Global Business, the Key to Success is Your Range of Flexibility

Books on Business Protocol for Further Reading

About Unicorn Books

Unicorn Books publishes an extensive range of books that are both affordable and high-quality.