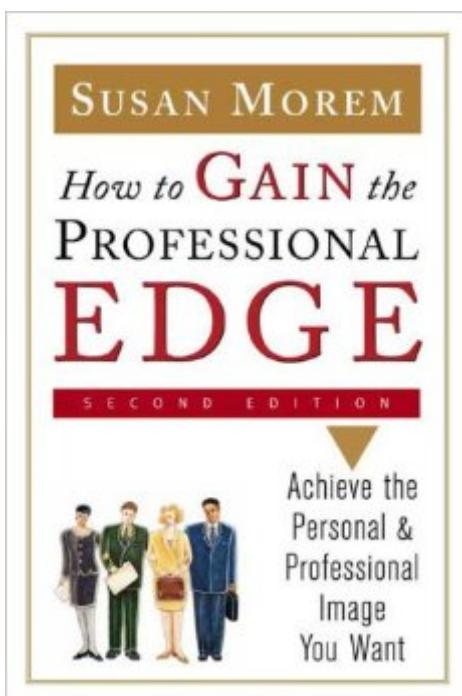


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# How To Gain The Professional Edge: Achieve The Personal And Professional Image You Want



## **Synopsis**

Studies have shown that 93 percent of what is believed about people in business is based upon visual messages, not on credentials or on the content of conversation. An invaluable resource in today's job market, *How to Gain the Professional Edge*, Second Edition helps readers answer a host of questions about behavior, attitude, and image to improve professionalism and open doors to advancement and career success. An expert in the field, author Susan Morem has completely updated this second edition, adding a new introduction and revising much of the text. The book has also been expanded to include six new chapters. New topics cover technology, networking, handling stress, speaking up, self-promoting, likeability, staying healthy, making a difference, and much more. Chapters include: Critical Impressions; Do You Hear What You Are Not Saying? The Altitude Advantage; Social Graces in Business Places; Maximize Your Relationships; Details Make a Difference; You Are What You Wear; Tune into Technology. Perfect for young readers entering the job market or workers wanting to advance their career, this informative book provides the tools, skills, and techniques to help people achieve their professional goals.

## **Book Information**

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## **Customer Reviews**

I recommend this book to all of my soon to be grads and students at The Etiquette & Protocol School of the Bahamas who are preparing to enter the workplace. Susan Morem reinforces the point of how critical Total Image Management is to ones success and provides useful tips, guaranteed to help you "check yourself, before you wreck yourself". If you see the corner office in your future, this book will help you get there.

This book will open your eyes. I used it as a tool for my employees and it works. They always worked like a top notch crew but looked like rent a bums. They picked up the clues and applied them easily. This book is worth the small investment!

An excellent reference book for any executive to add to their bookshelf, written by the leading expert in the field

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