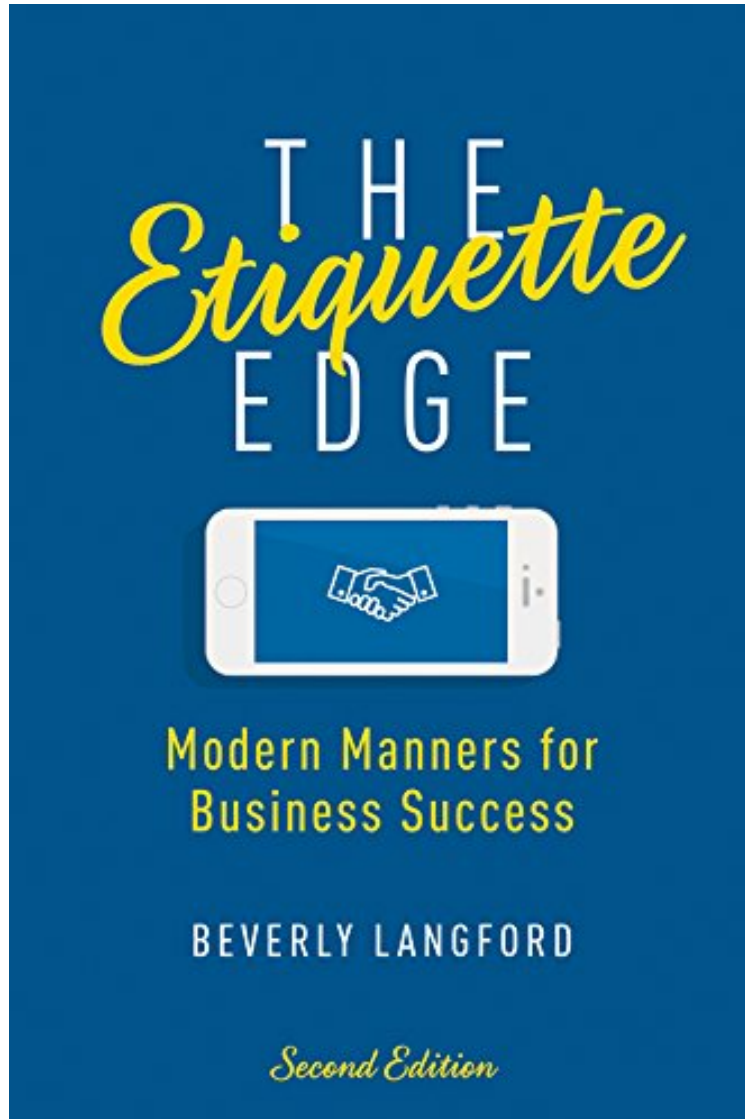


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The Etiquette Edge: Modern Manners for Business Success

Beverly LANGFORD

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Beverly LANGFORD : The Etiquette Edge: Modern Manners for Business Success before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Etiquette Edge: Modern Manners for Business Success:

0 of 0 people found the following review helpful. Why we must "treat everyone in a manner that values everyone and denigrates no one"; By Robert Morris Incivility in the workplace and elsewhere in our society (notably in schools) continues to receive a great deal of attention by various media. The current presidential campaign may well prove to be the most rancorous since 1800 when Thomas Jefferson defeated the incumbent, John Adams. In this

second edition of a book first published in 2005, Beverly Langford shares her thoughts and feelings about how to establish and then nourish what could be characterized as a "culture of civility" at a time when almost every company's competitive marketplace seems to have become more volatile, more uncertain, more complex, and more ambiguous than at any time that I can remember. The stresses and tensions seem to be exacerbated by social media that are unable to prevent all manner of malicious mischief. I agree with Langford that "we make a serious mistake if we ignore the importance of effective and appropriate communication and behavior, social savvy, and commonsense etiquette. Failing to recognize how one can seize a competitive advantage by leveraging good manners and courtesy in the workplace can undermine our good efforts on the job." Early in the narrative, she includes a CQ (Courtesy Quotient) self-assessment, followed by correct answers and a key to evaluation. As is also true of other self-assessments, completing one is worthless unless all answers are candid. These are among the several dozen passages of greatest interest and value to me, also listed to suggest the scope of Langford's coverage:

- o Nonverbal communication (Pages 27-34)
- o What's better left unsaid (39-44)
- o Praise (45-49)
- o Listening (50-53)
- o Social media (59-63)
- o Air travel (64-69)
- o Job interview guidelines (73-82)
- o Office space (88-93)
- o Different management styles of bosses (94-100)
- o Email (104-112)
- o Productive use of telephones (113-119)
- o Dress code (120-125)
- o Leading the Virtual Meeting (129-133)
- o Leaving job (134-139)
- o Gender gap (154-159)
- o Pitfalls of cross-cultural communication
- o Global village (160-165)
- o Price of success (169-172)
- o Communication of unwelcome information (195-202)
- o Workplace conflict and confrontation (203-209)
- o Personal brand (216-221)

This is a serious book because incivility is a serious problem but Langford's suggestions are not heavy-handed, preachy, or unrealistic. The material is updated because the business world she surveyed in 2005 has since undergone major and significant changes. Workplaces will always be multi-generational but many are now multicultural and the nature and extent of work done has also changed. Virtual meetings are now the rule rather than the exception. Many supervisors are now younger than their direct reports. Also, on average, workers may have 8-10 different employers during a career. Today, what is culturally acceptable in one country may be offensive and even insulting in another. Hence the importance of emotional intelligence (especially empathy) and developing outstanding listening skills as well as having a sincere respect for diversity of values and points of view. In the healthiest organizations, there is mutual respect and mutual trust. These are among Beverly Langford's final thoughts: "Rules of etiquette aren't meant to make you pompous or uptight. Indeed, they grew out of society's need to make the world a fairer, kinder, more comfortable place to live. Be ingenious and innovative the way you apply the rules to your own circumstances. As one practice becomes irrelevant or outdated, come up with a version that meets current needs but keeps alive the spirit of the principle. Ultimately, all the guidelines on how to behave properly in any social situation come down to a simple principle: Treat everyone in a manner that values everyone and denigrates no one." I presume to add this admonition from Margaret Mead, one that I have tried to follow since I first encountered it: "Always remember that you are absolutely unique. Just like everyone else."

1 of 1 people found the following review helpful. Shines a light on the overlooked downside to modern communications

By Phillip A. Barlag
The modern world is full of awe and wonder. With so much technology at our finger tips, we can communicate in greater quantity and with greater speed than at any time in human history. But for all the advantages this offers, there are downsides too. It's easier than ever to offend or annoy, even if unintentionally, and the consequences in the business world can be dire. Beverly Langford has given us all a very important tool set for navigating these turbulent waters. Effectiveness in communications is everyone's job, and therefore, reading this book is a must.

0 of 0 people found the following review helpful. combination of the course and book has helped me understand the office "etiquette" better and with working with younger office

By William J Babcock
Bought this for a college introductory business course. Being in the work force for 20+ years a lot of the information seems common sense, but there is plenty to take from this. Still in the course and transferring from field to office work, combination of the course and book has helped me understand the office "etiquette" better and with working with younger office personnel. Worth the low price to own.

Intelligence, ambition, and skill will start you on the road to success, but without strong communications skills, social savvy, and a sense of appropriate behavior...you won't get far. The Etiquette Edge gives you a crash course on modern business manners. New advice explains how to navigate sticky situations at work, including digital interactions that are easy to misinterpret and hard to mend. From interviewing etiquette and dress codes to working in close quarters and communicating upward, you'll master the essentials of making a great impression and building relationships, including how to:

- o Be smart about how and when you use your smartphone
- o Handle difficult conversations with tact and finesse
- o Check texts and emails for content and tone
- o Create a polished image on social media
- o Conduct meetings (in person, online, or over lunch) with poise and confidence
- o And more!

In our era of entitlement, saying thank-you and giving praise are increasingly rare; but these simple acts are far from empty gestures. They're refreshing reflections of respect. Inconsiderate people and poor conduct may permeate the workplace, but success comes to those who play by a better set of rules.

"Exceptionally well written, organized and presented" --Midwest Book "This lively, witty review of countless

professional scenarios offers guidelines that can reduce stress and uncertainties in common and unusually challenging situations...Highly recommended." --Choice From the Back Cover Good manners never go out of style. Poise, courtesy, and a professional demeanor help you stand out amid the modern workplaces' cramped spaces, sloppily dressed colleagues, and curt emails. The Etiquette Edge is your crash course on how to act, what to say, what to wear, when to phone, why lunch matters, how to make a great impression, and every question in between. With wisdom and a dose of wit, this updated guide offers rules, examples, and action plans to:

- Banish boorish behavior: Don't interrupt, don't browse online during meetings, and don't share questionable posts on Facebook.
- Mind your digital manners: Reread emails for content and tone, double-check texts, and keep your online image spotless.
- Manage troublesome people: Neutralize a bully boss, apologize when needed, and minimize the impact of the inevitable enemy.
- Master the finer points: Run rancor-free meetings, bridge cultural divides, and handle difficult conversations with tact and finesse.
- Polish your image: Dress like a professional, interview with poise, get noticed without becoming notorious, and much more.

Want to build stronger relationships and be more successful in business? Read this book. It will help you develop a personal action plan for increasing your credibility, having more influence, and being a better communicator.

— Ken Bernhardt, Ph.D., Regents Professor Emeritus, Robinson College of Business, Georgia State University

Success depends on establishing and maintaining professional relationships and developing a strong personal brand. This book gives you valuable tools for handling a variety of situations to advance your career.

— Rebecca Blalock, former SVP and CIO of Southern Company, bestselling author of DARE, and managing partner of Advisory Capital

Beverly Langford, Ph.D., is president of LMA Communication, a training, coaching, and consulting firm that specializes in strategic communication and interpersonal effectiveness. She teaches in the Robinson College of Business at Georgia State University.

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