

'I would recommend *Business Etiquette* to anyone who is serious about forging successful business relationships internationally'

—Deepak Parekh, Chairman, HDFC

### From Small Talk to Networking

The first interview. Handling a difficult boss. The power of words. Networking. Small talk. Dressing for a cocktail dinner. Business casual. Holding chopsticks. Drinking wine. Twitter etiquette. Sexual harassment in office. Remembering names. Receiving compliments. Women travelling alone. Thank you notes.

The opportunities created by a fast-globalizing world have led to executives jet-setting across the globe—wining and dining, negotiating, and networking for business. Indian executives, who are brand ambassadors of both their company and their country, are making a mark on the global stage, and increasingly find themselves in a number of situations where their people skills can make all the difference.

*Business Etiquette* shows us the art of creating a positive impression through the ABC of good manners: Appearance, Behaviour, and Communication. Shital Kakkar Mehra, one of India's best-known corporate etiquette trainers, teaches us how to create our own brand, dine with grace, mingle with ease and conduct business keeping in mind racial, gender, and cultural diversities. It's a one-stop guide to side-stepping those embarrassing slip-ups and awkward gestures, and sailing through the complexities of modern-day office life with ease.

'In a globalized world, with India and Indians being the objects of increasing attention, business etiquette can no longer be ignored'

—M. Damodaran, Management Consultant and former Chairman, SEBI, IDBI and UTI

'Many a good business deal has been aborted due to lack of business etiquette in the negotiation. This book would help to greatly mitigate that deficiency'

—J.J. Irani, former Director, Tata Sons

'A book that will make a positive impact in the corporate world'

—Kiran Mazumdar-Shaw, Chairman and Managing Director, Biocon Ltd

# Business ETIQUETTE

Shital Kakkar Mehra



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A GUIDE FOR THE INDIAN PROFESSIONAL



Shital Kakkar Mehra



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