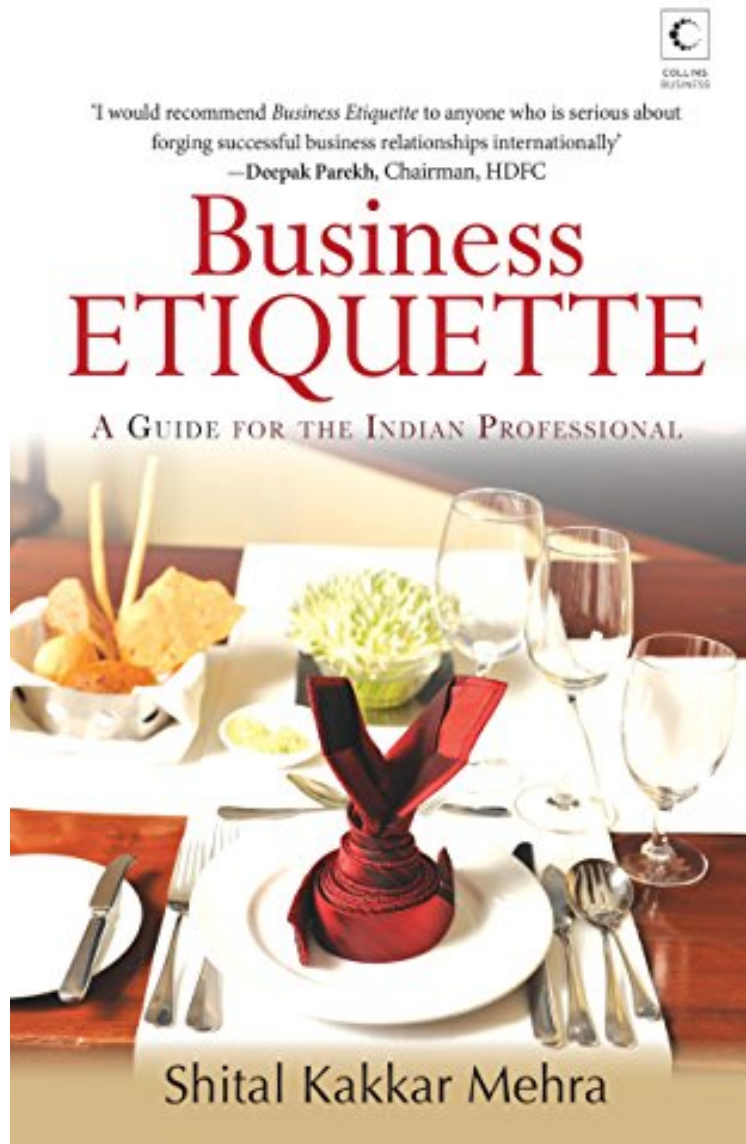


Business Etiquette

Shital Kakkar Mehra

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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

An exclusive review of the book by Mr. Subroto Bagchi, Chairman, Mindtree Ltd Shital is one of the most pleasing personalities I have ever come across. She is well informed, authentic, she likes her work and she is here to tell us, guide us all, on how to handle ourselves professionally. The naturalist, the barber and the photo journalist are important ambassadors of India. They symbolize the concept of professionalism as much as you and I do. Given the right inputs most organizations are either ignorant or ill-equipped they could be well-informed, well rounded, pleasant and in the process, personally way more successful. The book is written lucidly. It should be read by every young professional and I hope that it would be soon translated into regional languages soon so that the message spreads into the hinterland where India is emerging faster than we realize. Go pick up your copy of the book. Gift it to anyone who you think can benefit from it and help make the Indian professional world-class. --Mindtree India Ltd. A rave review of the book by Mr. Abhijit Bhaduri, Chief Learning Officer, Wipro India Shital Kakkar Mehra has brought out a very well written book called Business Etiquette for the Indian Professional. I loved the book. The chapterization is very well thought through. There is stuff on basic hygiene (eg Use a deo, groom yourself well kind of stuff). Then there is stuff on office etiquette how to behave with your colleagues in formal and informal situations. So eat something before you go for a business meal to let the food not distract the conversation. There are etiquette tips on how to behave in public places. When the flight lands, do not whip out your phone instantly and start doing a live broadcast of how you have just landed and that you are still inside the plane etc. I liked the book. It is well written. Shital Kakkar Mehra is one of the most experienced practitioners of corporate etiquette and international protocol in India today, having trained over three thousand executives, focusing on the specific requirements of the global Indian. She has been doing a column on etiquette for The Economic Times newspaper. So I would highly recommend that you read the book. I loved it. --Blog s Atul Kumar Thakur Journalist Mentor at Entrepreneurial Development Initiative-CII I have been reading Shital Kakkar Mehra's columns on business etiquette in Economic Times/Corporate Dossier for years and one morning was cheered to find her on my blog's followers list :). Her book Business Etiquette deserves to be read by all aspiring/established folk in corporate world, who either lacks collective demeanour or know it little...and by also who wants to confirm their actual hold on behavioral action. --Blog s A rave review of the book by Mr. Abhijit Bhaduri, Chief Learning Officer, Wipro India Shital Kakkar Mehra has brought out a very well written book called Business Etiquette for the Indian Professional. I loved the book. The chapterization is very well thought through. There is stuff on basic hygiene (eg Use a deo, groom yourself well kind of stuff). Then there is stuff on office etiquette how to behave with your colleagues in formal and informal situations. So eat something before you go for a business meal to let the food not distract the conversation. There are etiquette tips on how to behave in public places. When the flight lands, do not whip out your phone instantly and start doing a live broadcast of how you have just landed and that you are still inside the plane etc. I liked the book. It is well written. Shital Kakkar Mehra is one of the most experienced practitioners of corporate etiquette and international protocol in India today, having trained over three thousand executives, focusing on the specific requirements of the global Indian. She has been doing a column on etiquette for The Economic Times newspaper. So I would highly recommend that you read the book. I loved it. --Blog s Atul Kumar Thakur Journalist Mentor at Entrepreneurial Development Initiative-CII I have been reading Shital Kakkar Mehra's columns on business etiquette in Economic Times/Corporate Dossier for years and one morning was cheered to find her on my blog's followers list :). Her book Business Etiquette deserves to be read by all aspiring/established folk in corporate world, who either lacks collective demeanour or know it little...and by also who wants to confirm their actual hold on behavioral action. --Blog s About the Author Shital Kakkar Mehra is one of the most experienced practitioners of corporate etiquette and international protocol in India today, having trained over three thousand executives, focusing on the specific requirements of the global Indian. Her clients include organizations like Accenture, Aditya Birla Group, Johnson Johnson, KPMG, Oracle, Mahindra Mahindra, Merrill Lynch and Sony Entertainment. Her articles have been published across business dailies and magazines.