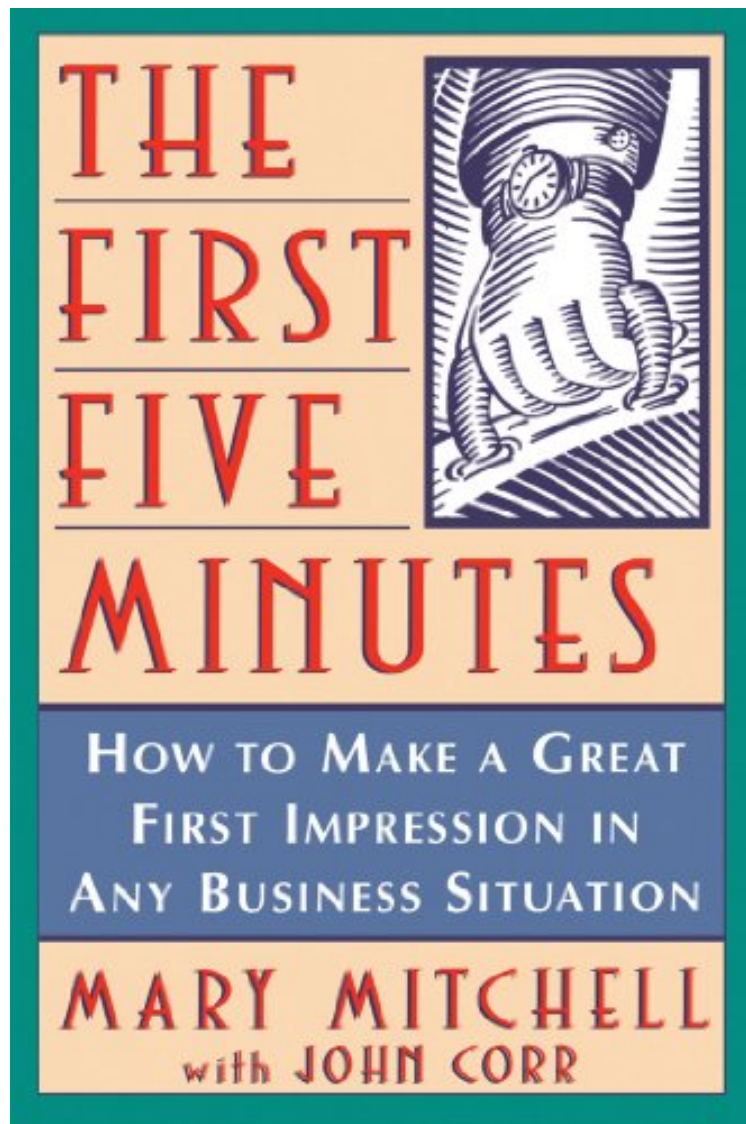


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## The First Five Minutes: How to Make a Great First Impression in Any Business Situation

Mary Mitchell

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"This valuable guide made an immediately favorable impression on me--I recommend it." --Letitia BaldrigeBusiness communications expert Mary Mitchell gives business people and job seekers everything they need to make the right first impression, whether in person--at job interviews, sales calls, or social gatherings--or via letter, fax, or e-mail. Based on Mitchell's popular corporate seminars which have been attended by employees of Arthur Young, Ritz Carlton Hotels, Merck, and other top firms, *The First Five Minutes*. Gives practical tips on cultural customs, body language, and cross-dressing customs.\* Uses realistic scenarios and sample dialogues to show readers what to do and what not to do in every type of first-meeting business situation.\* Explains and simplifies the new and changing rules of conduct in today's global business environment.MARY MITCHELL (Philadelphia, Pennsylvania) is President of Uncommon Courtesies, a firm specializing in teaching business people better communication and relationships through improved social skills. She writes a syndicated column called "Ms. Demeanor" for King features, is the Prodigy online modern manners expert, and is the author of *The Idiot's Guide to Etiquette*. JOHN CORR (Philadelphia, Pennsylvania) is a writer with the Philadelphia Inquirer.