

Why some people succeed and others lag behind . . .

## POWER AND PROTOCOL FOR GETTING TO THE TOP

### The Image, the Moves, the Smarts for Business and Social Success

by Jeffrey P. Davidson

"Life is too short to learn success by trial and error alone. The smartest success seekers are those who have learned to learn from others who have already discovered the winning strategies. Davidson gives readers that opportunity."

—Charles J. Givens, author of the national bestseller *Wealth Without Risk*

"For long-term success, you have to look the part, speak the part and negotiate from strength. Davidson's book is guaranteed to help you in all these areas."

—Patricia Fripp, Past President, National Speakers' Assoc.,  
author of *Get What You Want*

**A**spiring executives, managers and entrepreneurs need to know how to effectively break into the inner circles of power and prestige. Competency and advanced degrees are not enough to make your way to the top — you have to talk, walk, dress and think like the power people.

*Power and Protocol for Getting to the Top* offers you an insider's look at how successful people cultivate the right image and make the right moves to get to the pinnacle of their profession.

The author's time-tested career and personal advice has made him a sought-after speaker and talk show guest. This advice will help readers market their heightened power potential.

*Power and Protocol* delivers hundreds of insights and key points:

- It's what and who you know, not how much money you have to start with
- How to signal to superiors that you are ready to become an equal
- Persuasive communication for accelerated success
- Personal and office imaging for power
- Effective strategies for business meetings, travel, social contacts and more

Here is the unprecedented merger of the best of the etiquette-protocol genre with the business-success book. Readers will gain the know-how and the confidence to redirect themselves for that refined, privileged — but elusive — world at the top.

"Jeff Davidson—a dynamo of business book writing" —*Washington Post*

**Jeffrey P. Davidson**, C.M.C., M.B.A., is an award-winning author whose 14 previous books include *Blow Your Own Horn: How to Market Yourself and Your Career*, *Marketing Your Consulting and Professional Services*, *Marketing on a Shoestring*, and *Avoiding the Pitfalls of Starting Your Own Business*. He has appeared on CBS *Nightwatch*, FNN, *Biznet*, *Ask Washington*, *Nation's Business Today*, *It's Your Money*, *America in the Morning*, and in feature articles in the *Washington Post*, *Los Angeles Times* and *Christian Science Monitor*. He resides in Virginia.

- Author has written numerous successful business titles
- He appears regularly as a keynote speaker throughout the nation
- A selection of the Newbridge Business Book Club
- 500-copy reviewer mailing to business and general magazines and periodicals
- National author tour

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