

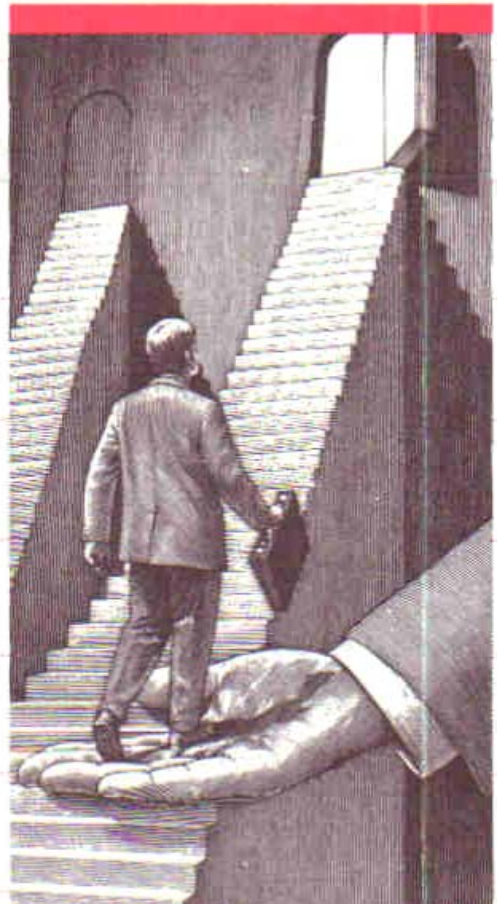
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*Power, persuasion, and prestige:
how to get them, how to use them*

POWER AND PROTOCOL FOR GETTING TO THE TOP

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

By Jeffrey P. Davidson



How to look, act, and think like a winner

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This example-packed book features important "insider" tips that you won't find in other books—everything from how to deftly work a room to techniques for cultivating your own unique image. Filled with practical how-to's and anecdotes from business leaders and noted management experts, **POWER AND PROTOCOL FOR GETTING TO THE TOP** gives you:

- **Techniques for reading people and winning over audiences**
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- **Quick hints on how to lead people**
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- **Do's and don'ts for dealing with opposite-sex colleagues**

Bestselling business author Jeffrey Davidson also instructs you in the art of giving and receiving gifts . . . tells how to establish a solid banking relationship ("the most important financial move you can make," he says) . . . and addresses the special challenges facing women executives.

Neither skills nor image alone can propel you to the heights of the business world. **POWER AND PROTOCOL FOR GETTING TO THE TOP** helps you master both components of success.

About the Author

JEFFREY P. DAVIDSON is the author of more than a dozen books, including *Marketing Your Consulting and Professional Services*, *Getting New Clients*, and *Marketing on a Shoestring*.

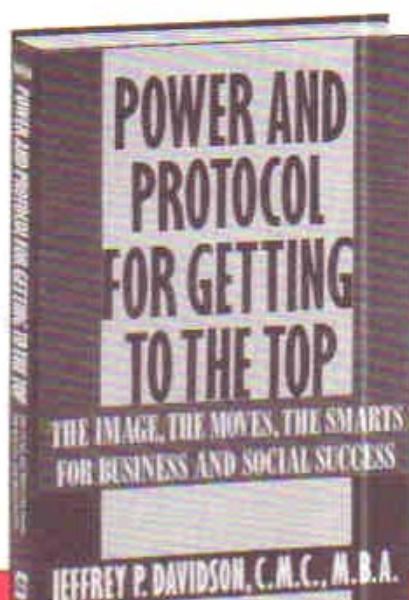
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The rich, the powerful, the successful—they rise to the top, seemingly without breaking a sweat. They do the right things *and* do things right. Both elements are crucial to their success—and to yours.

POWER AND PROTOCOL FOR GETTING TO THE TOP highlights important “insider” topics you won’t find in other books—everything from deftly working a room to cultivating a unique image to projecting a winning look whether you’re meeting with your bosses or with the press.

Filled with examples and anecdotes from leaders in business and politics, as well as noted management experts, this book gives you:

- Techniques for reading people and winning over audiences
- Strategies for effective selling
- Quick hints on leadership
- Tips on negotiation tactics and counter-tactics

Jeffrey Davidson tells you the do’s and don’ts of dealing with opposite-sex colleagues, and of giving and receiving gifts. He tells you how

to establish a solid banking relationship—which he calls the most important financial move you can make. And he addresses the special challenges faced by women executives and entrepreneurs.

Neither skills nor image alone can propel you to the heights of the business world. **POWER AND PROTOCOL FOR GETTING TO THE TOP** helps you master both components of success.

“The smartest success seekers are those that have learned to learn from others that have already discovered the winning strategies. Jeffrey P. Davidson gives readers that opportunity.”

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



About the Authors

ELAINA ZUKER is president of Success Stories, a New York City-based consulting firm. She is the author of *The Assertive Manager*.

JEFFREY P. DAVIDSON is the author of 14 books, including *Marketing Your Consulting and Professional Services*.

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