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**POWER AND PROTOCOL FOR GETTING TO THE TOP:
THE IMAGE, THE MOVES, THE SMARTS FOR BUSINESS AND SOCIAL SUCCESS**
by Jeffrey P. Davidson

The perfect merger of the etiquette-protocol genre with the business-success book.

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COPIES/CTN: 36	RIGHTS: World	PAGES: 255
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DESCRIPTION:

Aspiring 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 power people.

Power and Protocol for Getting to the Top will help you:

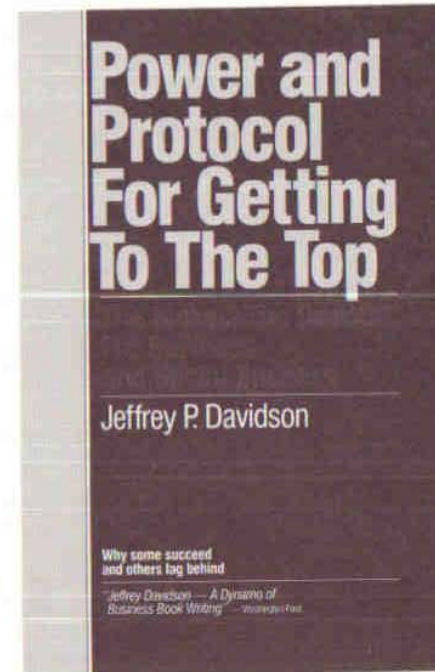
- * Learn how to be accepted in decision-making circles.
- * Signal the level of power you have or are able to take on by the way you behave and dress.
- * Develop effective strategies for business meetings, travel, social contacts and other aspects of your business dealings.

SALES POINTS:

- * Author is a prolific business writer, well known in the field with 15 other business titles to his credit.
- * A Main Selection of the Newbridge Communications Business Book Club.
- * Author regularly participates in corporate keynote speaking engagements.

AUTHOR BACKGROUND:

Jeffrey P. Davidson, C.M.C., M.B.A., is an award-winning author whose 15 previous books include *How to Blow Your Own Horn* and *Avoiding the Pitfalls of Starting Your Own Business*. The Virginia resident has appeared on shows like *CBS Nightwatch*, *FNN* and *Biznet* and in feature articles in *The Washington Post* and *Los Angeles Times*.



COVER TREATMENT: 4-Color,

MARKETING PLANS:

- * Advertising in business and trade publications.
- * Large reviewer mailing to business press and media.
- * Book signings in conjunction with author's speaking schedule.
- * National author appearances as a keynote speaker.

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