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**Article on European Business Customs &
Manners**

For Mary

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Throw a Book at Bad Manners

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Etiquette tomes turn Dwights and Dilberts into smooth operators

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The citizens of the world, it seems, think Americans have atrocious manners. According to a graph that recently ran in the New York Times Magazine, more than 60 percent of Jordanians find U.S. citizens rude. Folks in Indonesia, Canada, Turkey and Pakistan also think we're boors. In an increasingly global society, anyone who works for a living could

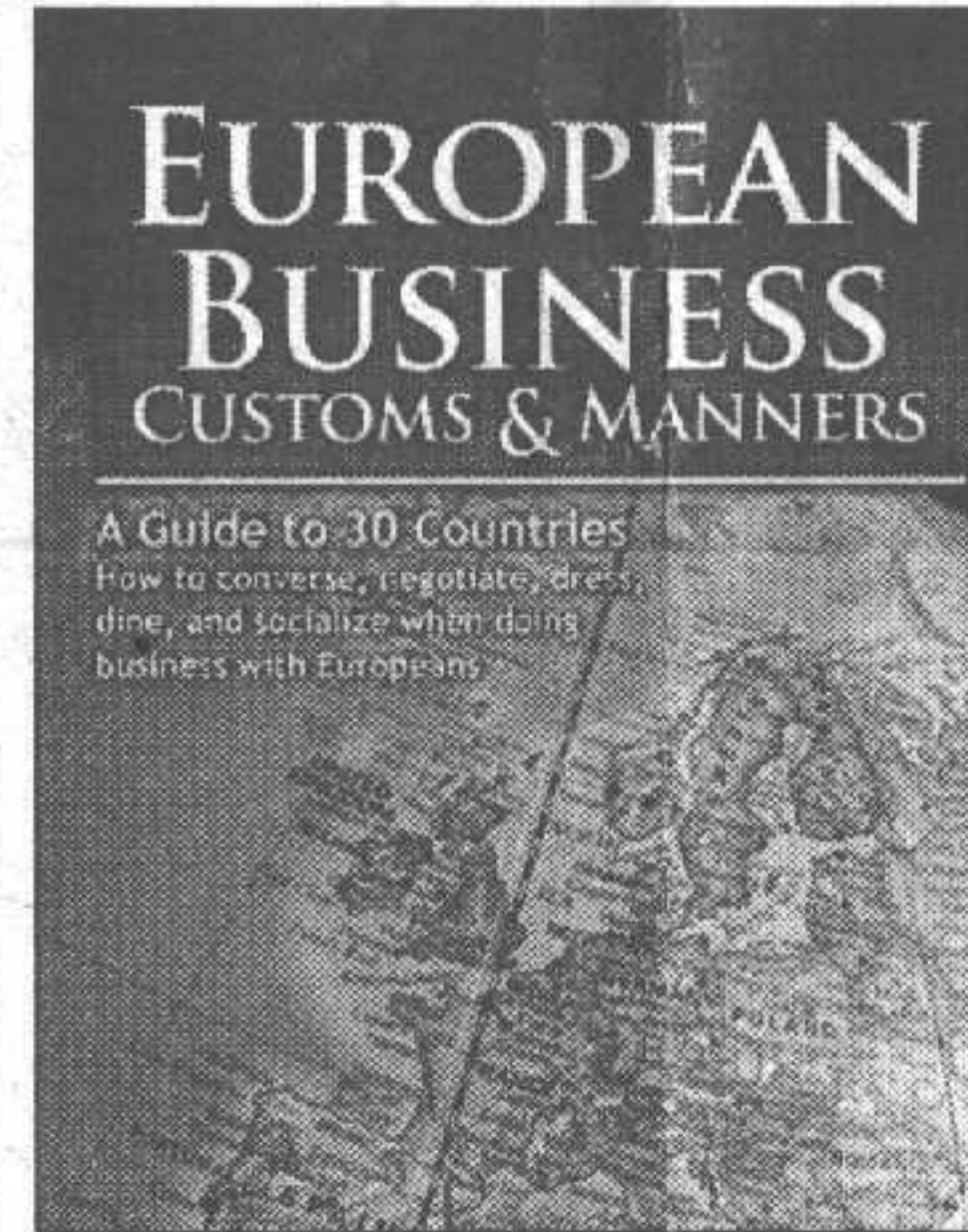
use a crash-course in Etiquette 101. Here are some books that can help you brush up on your skills.

"KISS, BOW, OR SHAKE HANDS, 2ND EDITION: THE BESTSELLING GUIDE TO DOING BUSINESS IN MORE THAN 60 COUNTRIES," BY TERRI MORRISON AND WAYNE A. CONAWAY (\$24.95, ADAMS MEDIA): If you travel internationally for work, consider this your bible. (But since it weighs in at nearly 600 pages, don't lug it on the plane.) Arranged alphabetically by country, each of the tome's chap-

ters covers basic trivia and history, cultural orientation, business entertaining, negotiating, proper dress, gifts and gestures.

Readers learn how natives make decisions and why you should never say "no" in public in some countries (Honduras), while in others, you should never believe "no" the first time it comes up in negotiations (Ukraine).

Country-specific tips are comprehensive and quite culturally informative. For example, you should only eat with your right



hand in India and always give up your bus seat to a standing monk in Thailand. And who knew that Ukrainians always set their dinner tables with two bottles, water and vodka, and that it insults your host if you don't help finish the latter? Heading to Bolivia? Stay in a prestigious hotel — the La Paz Radisson, anyone? — if you want be taken seriously by associates.

"EUROPEAN BUSINESS CUSTOMS & MANNERS: A GUIDE TO 30 COUNTRIES," BY MARY BOSROCK (\$16, MEADOWBROOK): This practical guide to social graces in 30 European countries includes up-to-date details on the EU and the Euro and helpful by-the-country info on things like tipping and holidays. *F*

Each segment also features a short list of useful phrases in the country's language and descriptions of typical foods you'll encounter — because you never know when your Maltese host is going to offer you some lampuka (dolphin fin).

Also useful: a section specifically for women business travelers featuring tips such as which nationalities frown on asking a male colleague to a business dinner and locales where it's safe to dine alone.

"NEW RULES @ WORK: 79 ETIQUETTE TIPS, TOOLS AND TECHNIQUES TO GET AHEAD AND STAY AHEAD," BY BARBARA PATCHER, (\$14, PRENTICE HAL PRESS): Always entertaining, Patcher — who previously brought us the wonderfully titled "The Jerk With the Cell Phone: A Survival Guide for the Rest of Us" — covers workplace issues like how to make introductions and avoid problems such as forgetting Bob from corporate's last name when introducing him to your new secretary.

For manners morons, the volume

amusingly details why it's wrong to call female colleagues "cupcake" or to bring your pet to a party at your boss' house. Other office no-nos: chewing gum in front of clients or answering your cell phone in the bathroom.

"THE POWER OF NICE: HOW TO CONQUER THE BUSINESS WORLD WITH KINDNESS," BY LINDA KAPLAN THALER AND ROBIN KOVAL (\$18, DOUBLEDAY): The authors, both advertising executives, use this little book to put forth their theory that the workplace needn't be a dog-eat-dog world.

If you can put up with the hokey anecdotes — like one about a woman who offered a Fig Newton to a harried-looking flight attendant and got bumped to first class — there are some helpful, albeit touchy-feely, tips for making your 9-to-5 grind a kinder, gentler experience.

Each chapter ends with "Nice Cubes," like: "Designate one day a week as completely gossip free," or "List your three fiercest rivals. For

THE POWER OF NICE

How to Conquer the Business World with Kindness



Linda Kaplan Thaler and Robin Koval

each one, write down something that you could do to help them that would not hinder your own business, campaign, etcetera." Yeah, yeah — serve Nasty Nell in accounting some milk and cookies, and the whole world will look rosier!

"CUSTOMER SERVICE FOR DUMMIES," BY KAREN LELAND AND KEITH BAILEY (\$22, WILEY): Doofuses aren't the only ones who could benefit from parsing this volume's chapters on topics like phone manners and e-mail etiquette.

Targeted largely at receptionists, sales associates and those who interact daily with their company's customers, this entry in the seemingly endless book series isn't for everyone, but there are a few sections that should be mandatory reading for all office workers. For example, the authors equate using all capital letter in an e-mail to "throwing an online hissy fit," and advise smiling when you talk on the phone to help your voice sound friendly and receptive. M.D.G.K.