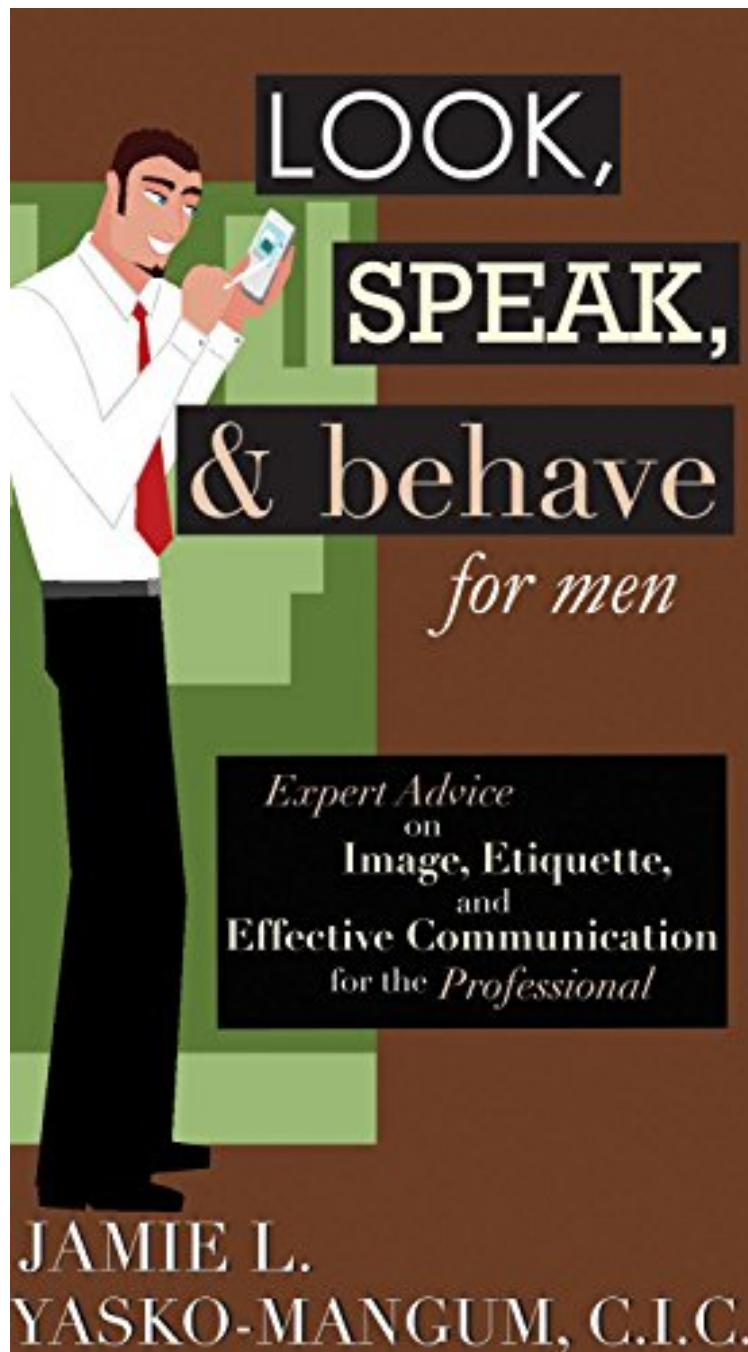


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## Look, Speak, Behave for Men: Expert Advice on Image, Etiquette, and Effective Communication for the Professional

Jamie L. Yasko-mangum

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**Jamie L. Yasko-mangum : Look, Speak, Behave for Men: Expert Advice on Image, Etiquette, and Effective Communication for the Professional** before purchasing it in order to gauge whether or not it would be worth my time, and all praised *Look, Speak, Behave for Men: Expert Advice on Image, Etiquette, and Effective Communication for the Professional*:

10 of 11 people found the following review helpful. *Helpful Advice for the Young Professional* By John J. Browne This book, as well as the companion book for women by the same author (*Look, Speak Behave for Women*), offers valuable common sense advice for the young business professional. The author is a corporate image consultant and her book is loaded with helpful tips for those starting out in the job market. A substantial portion of the book is devoted towards what might be deemed "dress for success" information. While this may seem unnecessary to older professionals in this new world of "business casual" a helpful set of rules for proper business attire is just what the young Generation Y types need. The generational differences in the workplace today are exemplified by the fact that the author has felt it necessary to include sections advising on the proper way to stand, basic business courtesy, avoiding excessive personal calls and the importance of finishing assigned tasks. Again while this may seem like common sense to older professionals unfortunately it is not common sense to those starting out. I am reminded of an incident a cousin described where a student nurse she was training insisted on taking multiple personal calls in the middle of being instructed on the proper way of inserting a breathing tube into a patient. The student felt it was entirely proper to do this. This book will provide a welcome set of guidelines and advice for recent college graduates and should be in every guidance counselor's office.

For years, highly paid executives at major corporations have had the benefit of professional image consultants to give them feedback about their presentation in the workplace. That expert advice has helped them to dress properly for any business occasion, improve their public speaking and presentation skills, understand the dos and don'ts of the workplace, and enhance their standing in the business community. Now that same type of guidance is available to anyone—recent graduates looking to enter the workplace as well as managers and executives looking to polish themselves and their skills. Jamie L. Yasko-Mangum's clients include Estée Lauder, the American Management Association, Pfizer, Darden Restaurants, high schools, colleges, and universities. They hire her to give seminars to employees and students on how to project a positive and smart self-image, create a polished appearance, understand what is and is not proper behavior, and see how to communicate intelligently. Men and women will find ideas for improving their credibility, authority, reputation, and confidence in a workplace environment, regardless of their profession or position.

**About the Author** Jamie L. Yasko-Mangum, C.I.C. is a certified image consultant recognized by the Association of Image Consultants International. She is President of Successful Style Image, Inc. and is a national speaker and corporate trainer of self-image, corporate and academia professionalism. She has been featured in the Chicago Tribune, Los Angeles Times, Orlando Sentinel, Houston Chronicle, and more.