



weLEAD Book Review

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Do It Right:

The New Book of Business Etiquette

CornerStone Leadership Institute - 2007 (88 pages paperback)

Author Valerie Sokolosky

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The workplace is changing dramatically. Not only is the business environment more diverse, but global markets are introducing newer cultures and attitudes. Do It Right is a simple book on business etiquette. Its goal is to prepare the reader to prepare for the social skills needed in modern business. What are the right guidelines for cell phone use? When should you bcc: someone in a memo? What should you know when traveling internationally? How can you gracefully recover when you mispronounce someone's name? This is a small sampling of 245 tips given in the book on proper business behavior and conduct.

Do It Right is an easy to read book with 12 brief chapters. Each one focuses on a specific area of conduct. For example, one chapter discusses proper conduct when dealing with people who have disabilities. Sokolosky begins the chapter by stating, "It's important to remember, individuals with physical disabilities who need special conveyances may have graduated at the top of their class. In fact, they may offer amazing contributions to your business and your workplace." She continues by offering a number of beneficial tips.

Some of the social skills mentioned in Do It Right are common sense, while others are clear answers to help resolve the *gray* areas. This book helps to fill two pressing needs. There is no doubt that the workplace has become cruder during the past decade. In both language and conduct the standards have become more casual and relaxed. Secondly, because of political correctness, there is less room for error and more requirements than ever before. Many workers are confused about good social conduct and Do It Right will help fill that need. If you feel an updated refresher would enhance your etiquette skills, this book will help you do it right!

weLEAD Rating – recommended

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