



Guía de estilo, protocolo y etiqueta en la empresa (Edirectivos) (Spanish Edition)

Pilar Benito Sacristán

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Las relaciones sociales y todo lo que tiene que ver con la imagen son aspectos imprescindibles de la actividad empresarial. Directivos y asistentes personales de cualquier nivel se enfrentan a diario a situaciones para las que esta obra ofrece reglas y consejos sobre organización de actos, cómo halagar en los negocios, cómo vestir en cada situación, tratamientos, orden de los invitados, cómo hacer las presentaciones, saludos, comunicación en idiomas diferentes, imagen corporativa,... Otra faceta del desarrollo profesional del directivo es su participación en conferencias o en actos públicos y su relación con los medios de comunicación. La aplicación de unas mínimas normas puede mejorar la imagen que éstos reciban de la empresa.



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