Business ETIQUETTE

A Guide for the Indian Professional

Shital Kakkar Mehra

"I would recommend Business Etiquette to anyone who is serious about forging successful business relationships internationally"
—Deepak Parekh, Chairman, HDFC

From Small Talk to Networking


The opportunities created by a fast-globalizing world have led to executives jet-setting across the globe—wining and dining, negotiating, and networking for business. Indian executives, who are brand ambassadors of both their company and their country, are making a mark on the global stage, and increasingly find themselves in a number of situations where their people skills can make all the difference.

Business Etiquette shows us the art of creating a positive impression through the ABC of good manners: Appearance, Behaviour, and Communication. Shital Kakkar Mehra, one of India’s best-known corporate etiquette trainers, teaches us how to create our own brand, dine with grace, mingle with ease and conduct business keeping in mind racial, gender, and cultural diversities. It’s a one-stop guide to side-stepping those embarrassing slip-ups and awkward gestures, and sailing through the complexities of modern-day office life with ease.

‘In a globalized world, with India and Indians being the objects of increasing attention, business etiquette can no longer be ignored’
—M. Damodaran, Management Consultant and former Chairman, SEBI, IDBI and UTI

‘Many a good business deal has been aborted due to lack of business etiquette in the negotiation. This book would help to greatly mitigate that deficiency’
—J.J. Irani, former Director, Tata Sons

‘A book that will make a positive impact in the corporate world’
—Kiran Mazumdar-Shaw, Chairman and Managing Director, Biocon Ltd