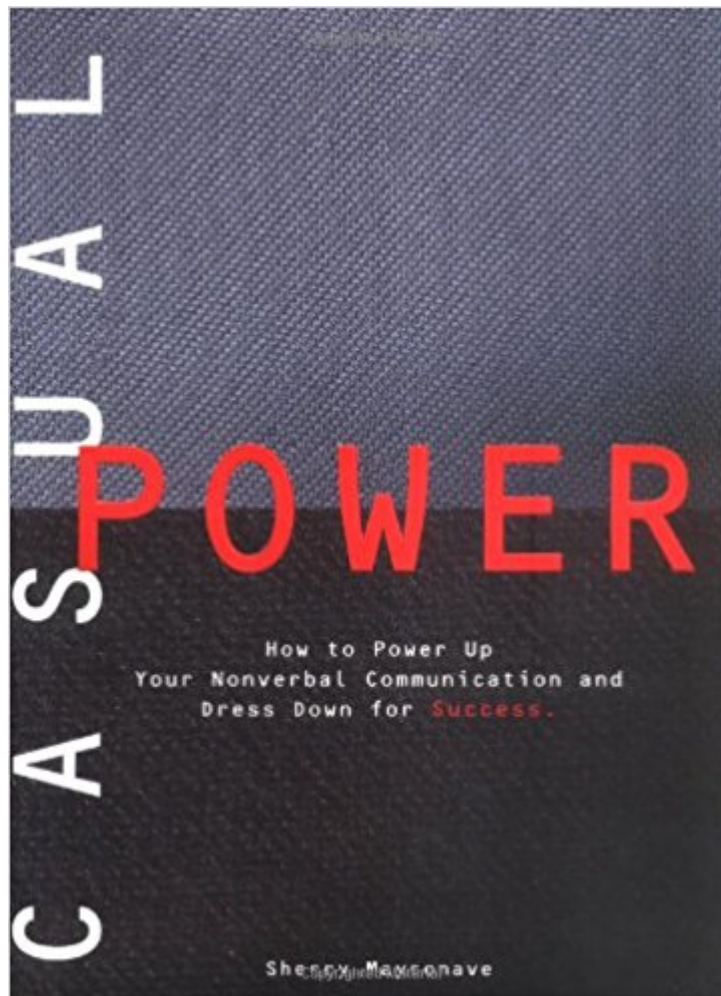




The book was found

Casual Power: How To Power Up Your Nonverbal Communication & Dress Down For Success



Synopsis

What are you saying before you speak a word? Does your nonverbal communication limit your effectiveness and your success? In this enlightening guidebook, nonverbal communication expert, Sherry Maysonave, shows you precisely how to command respect, inspire trust, and project personal power when you dress down for business and social occasions. She emphasizes the silent but potent - nonverbal aspects of clothing, demeanor, and body language. She reveals how nonverbal factors determine the response you receive from others - factors that impact your ability to maximize success. Sherry Maysonave puts an end to the confusion that surrounds casual attire in the workplace and social invitations requesting casual dress. In this groundbreaking book, she decodes the confusing catchall term "casual." For varied occasions, Sherry explains and clarifies two primary questions: 1) How dressed down is too casual? 2) How dressed up is not casual enough? Using fascinating case studies, Sherry exposes the personal saboteur that works behind the scenes to undermine success. Personifying this conniving part of the human psyche, she introduces McSly, a friendly monster that seduces you into making choices that can disempower you. Sherry and McSly use real-life situations to show you exactly what casual apparel and what nonverbal communications sabotage or empower you and your career goals. Sherry gives you key strategies for powering up your nonverbal communication and for taking control of your image. Using her expert tips, you can dress down with flair and confidence. Sherry's painless shopping strategies show you how to quickly examine clothing store inventories to find those garments that are empowering to you. Her secrets on creating wardrobe miracles are refreshing and exciting. Sherry Maysonave brings needed clarity, sophistication, and wit to all dress-down issues in today's workplace. This inspiring, humorous, visually-rich book is the 21st Century's "How-To-Dress-Down-For-Success" bible. Visit the CasualPower website and discover how to enhance your personal power even more!

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Customer Reviews

"Sherry knows what she is talking about and she has the power to bring out the best in you."

--Robert Kiyosaki, author Rich Dad, Poor Dad, a New York Times, Business Week, WSJ and USA

Today Best-Selling Business Book"Casual Power goes straight to the heart of the relationship between clothing and empowerment. A lot can be learned from this wise and useful book." --Dr.

Betty Sue Flowers, Business Consultant and Editor, Joseph Campbell and the Power of

Myth"Casual Power shows you how to communicate your very best - Sherry's understanding of nonverbal communication is outstanding. Now everyone can enjoy her gift of understanding that visual communication is critically important to what we communicate." --Dean Ellen A. Wartella, Dean of the College of Communication, The University of Texas, Austin

An acknowledged expert in nonverbal communication, Sherry Maysonave is an acclaimed motivational speaker and award-winning author. Her training in the arts of communication, professional dress, and psychology has enabled Sherry to assist tens of thousands of people to reach greater levels of success. Passionate about helping others achieve success, Sherry is the founder and president of Empowerment Enterprises and Empowerment Productions, LLC, one of America's leading communication-image firms. Sherry is focused on empowering individuals through verbal and nonverbal communication, demeanor, and all aspects of personal presentation. Her clients include business professionals as well as nationally-known political figures and entertainers. Corporate clients include U.S. and international companies in technology, finance, fashion, law, energy, pharmaceutical, and professional services. Sherry has been interviewed by more than 200 TV, radio, and print publications across the U.S., Canada, and Europe. This includes multiple appearances on NBC's Today, Fox National News, ABC, CBS, and NBC TV, NPR radio, a wide variety of AM and FM radio talk shows, and interviews with USA Today, Financial Times, Associated Press, The Wall Street Journal, In-Style magazine, Selling Power, and Business Week. Observing massive confusion surrounding professional business attire in the workplace and inundated with pleas for advice, Sherry wrote the category best-seller, Casual Power: How to

Power Up your Nonverbal Communication and Dress Down for Success . Sherry is the author and producer of the DVD series, *Brand a Positive Business Image* and *The Girl Who Could Read Hearts* which has won six awards for inspirational fiction and spiritual fiction.

Very good advice on looking professional in the work place. The author has many great examples. If your just getting started at powering up your dress attire this is a must read. I've been stepping up my game for awhile and I still learned a few things as well as getting a confirmation on other things I've been doing.

The best things about *Casual Power* are the illustrations and pictures. You can really see what Sherry Maysonave is talking about. Business casual continues to be difficult to get right years after this book was published. The colorful attire that Maysonave contemplated has reverted back to more conservative colors. Nevertheless, the ideas the author expressed haven't changed. Business casual doesn't mean casual and it makes an impression on people. The variety of decisions that can be made about attire is astounding. There is not one article of clothing that is "the answer." The trick is to find the right business casual clothing for oneself and one's job, and to make it work with the least amount of clothing. A lot of the cheap clothing one finds is not good enough and that presents a major problem. It takes time to figure out and shop for the more appropriate outfits. One can end up owning more than is necessary just because things don't match, don't last or fall out of fashion.

I like to dress comfortably and casually. I work for a corporation that allows this and have worn cargo shorts, short sleeved shirts, and other very casual attire to the workplace. When my company went through a shakeup (that eventually resulted with many employees being cut), I started to implement much of the advice from this book. Suddenly, though I had always been overlooked, I was noticed by management and was actually asked to apply for a more senior position. In response to the person who says that a person in a low-level position can't benefit from *Casual Power*, I would say that it is not true. I'm in a completely entry-level position at a customer-service oriented phone call center. According to the Occupational Outlook Handbook, almost 2 million workers in America have a similar position. How are you going to stand out if you are one of these 2 million? Despite my entry-level income, I was able to afford better clothing at discount stores such as Target or by shopping online. In addition, this book even has advice as to how to "power up" your look if you're stuck in a "work uniform" such as those worn in fast food or retail locations. It is for people at

all levels in the work force.

Although this book was published 12 years ago, the principles are still valid and important. The author openly prefers a dressy form of casual attire, but in the right business environment this can be advantageous. The book is written in an entertaining style and full of interesting, helpful pictures. If you read the book now, pay attention to the timeless, useful principles, and don't be put off by clothing trends that are no longer current. I wish I had read this book many years ago. Incidentally, the classic book "Dress for Success" is still invaluable. I have seen many people criticize that book by saying it is no longer valid, but if you look at how top executives are dressed, you will see they are still sticking closely to the same formula.

I love this book. My first copy is in storage so I bought it again. Her rules to Business Casual dressing in the work place are the BEST. You can't go wrong with her guidance and advice. This is the bible to dressing for success in the work place. Highly recommend!!

This book defines "casual business" dress and provides succinct descriptions as well as sketches of appropriate and inappropriate dress for men and women for different business occasions. It cures the insecurity of not knowing what choices are appropriate. The next move: Follow the author's advice for success.

for those wanting to get ahead in the 9 to 5 world..It's a little dated.. I'm more of a rebel and independent, but can use the info. when stepping into that world for a meeting or such. But then I also like clean cut men in suits....

I work as a degreed Engineer selling turbomachinery technical products to the power generation, refining, and chemical business. I have always known dress is important in my business. This book is a great tool for me and I have recommended it to all of our sales team. In my business, the way you approach our client with dress can be an instant turnoff to them if you do not dress properly. The book is a very valuable tool for those in my field.

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