



Put Your Best Foot Forward: Make a Great Impression by Taking Control of How Others See You

By Jo-Ellan Dimitrius, Mark Mazzarella

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Time-tested advice on projecting a positive image in any situation -- from the Internet to an interview -- drawn from scientific and popular literature about the clues people use to judge others

In *Put Your Best Foot Forward*, two experts in "people reading" identify the four qualities -- trustworthiness, caring, humility, and capability -- that form the foundation of every great impression. They explain how to convey these vital qualities through personal appearance, body language, voice, and actions, and reveal how particular environments affect the impression one makes. With hands-on tips and advice, they teach readers how to accentuate their positive traits and eliminate negative ones.

The "Impression Management" techniques you will learn in this book have been garnered from over 10,000 interviews and employed successfully by people from every walk of life, ranging from leaders of Fortune 500 companies to lawyers and other professionals and to business people at every rung of the corporate ladder and individuals who want to enhance their personal relationships.

For anyone who wants (or needs) to enhance the way he or she is perceived by others -- from executives to students, nervous suitors to chat room visitors -- *Put Your Best Foot Forward* is the place to start.

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Editorial Review

Amazon.com Review

First impressions are always difficult to shake. So why not help influence how others view you in the first place, thereby affecting the way they think of you in the long run? *Put Your Best Foot Forward*, by Jo-Ellan Dimitrius (who specializes in the meaning of appearance and behavior) and Mark Mazzarella (a trial lawyer), fully lays out a step-by-step program they call Impression Management, designed to do just that. Based on extensive individual interviews, literature reviews, and survey analyses, it begins by examining exactly how and why people make these initial assessments. It then explores the specific "qualities others find most important, and how each of the ways you paint a picture of your personality and values--appearance, body language, voice, communication style, the content of your speech, your actions, and environment--can be honed to project the best possible impression of who you are and how you are likely to think and act." Wisely, the authors never suggest compromising your integrity or surrendering your individuality. They instead recommend crucial but simple behavior such as choosing dark clothing to command authority, increasing "soft but sustained" eye contact, and avoiding "highbrow vocabulary and snobbish words." -- *Howard Rothman*

From Publishers Weekly

Dimitrius, a jury selection consultant in such high profile cases as those of Rodney King and O.J. Simpson, and a familiar guest on the talk show circuit along with her trial lawyer colleague Mazzarella (both coauthors of *Reading People*), present a self-help book intended to teach readers to "manage" the impression they create through attention to appearance, body language, speech and their personal space. Despite the topic's commercial potential and the utility of some of their findings (they interviewed thousands of people and reviewed the scientific and popular literature), the writing is deadly earnest, dull and often dated. Dimitrius and Mazzarella urge readers to display trustworthiness, caring, humility and capability in order to make a good impression, though their advice is undercut by their often preachy tone. In addition, the discussion of how to cultivate these "compass qualities" implies a certain degree of calculation. Steps to making a successful impression include studying one's behavior on videotape, thorough preparation for each encounter and eliminating traits the authors deem toxic, such as offensive physical acts, insensitive communication and pettiness. Citing research on the impact of physical attractiveness, they offer guidelines for personal grooming and creating a wardrobe that owe more to old-fashioned "Dress for Success" rules than to casual contemporary style (recommendations for professional attire include dark blue suits for men and women). These polished people-readers would do well to add humor and practicality to their portfolio of desirable traits. (Feb.)

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From Library Journal

Having taught us all about *Reading People*, the best-selling authors explain how we can influence the way people read us. Dimitrius has consulted on over 600 jury trials, including O.J. Simpson's.

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Users Review

From reader reviews:

John Judge:

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