

Diane's in-depth knowledge and highly acclaimed expertise are imperative to any executive. The valuable insights offered in her book are a must-read for national and international senior management doing high-level business.”

—Howard O. Thrall, senior vice president, Mitsubishi Aircraft Corp. America

Diane Gottsman has done an exemplary job and produced a go-to guide that should be the business bible for those who wish to excel and do it with class.”

—Gregg Popovich, head coach, San Antonio Spurs

Diane Gottsman eliminates our doubts and brings poise to our chaotic lives. Diane is sharp, savvy, smart and leading the way to clarity in a time of ever-increasing confusion. We all can benefit from her wisdom and advice.”

—Dr. Danny Anderson, president, Trinity University

## The Easy and Smart Way to Mind Your Manners in the Boardroom and Beyond

Diane Gottsman is here to make minding your manners more practical, relatable and modern. In today's busy world, there are too many instances when proper social behavior can go awry, holding us back or making us nervous. Knowing what to say, wear and how to conduct ourselves not only opens many doors, but also puts us at ease and brings out the best in us.

Without being rigid or stuffy, Diane's simple and easy tips show readers how to feel comfortable in any situation and how to elegantly become their best, most confident selves. Readers will no longer worry about what to wear to work; how to shake hands with a higher-level executive; how to travel with the boss and deal with office cliques; how to conduct oneself on social media and the do's and don'ts of everything in between, from table manners to baby showers.

**Diane Gottsman** is America's go-to etiquette expert, television personality and the owner of The Protocol School of Texas. She is the resident etiquette expert for the morning talk show *SA Living*. She has been featured nationally on the *Today* show, *HLN*, *CBS Sunday Morning* and *WGN Chicago*. Diane has also been featured in the *Wall Street Journal*, *Huffington Post*, *CNN*, *Forbes*, the *New York Times*, the *Boston Globe* and *Chicago Tribune*. She lives in Austin, Texas.

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# Modern Etiquette for a Better Life

Master All Social and Business Exchanges

**Diane Gottsman**  
America's Go-To Etiquette Expert  
The Protocol School of Texas

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