



First Impressions: What You Don't Know About How Others See You

Ann Demarais Ph.D., Valerie White Ph.D.

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What kind of first impression do you make? A first impression is the most important impression you'll ever make—and you get only one chance to make it. Business deals can be made or broken, first dates become second dates or not, friendships are created or fail to form; everything hinges on that all-important initial encounter. And yet most of us don't know how we're really seen by others. Many of us don't know how to make a good impression.

Wouldn't you like others to see you as confident, interesting, attractive, and sincere? Ann Demarais, Ph.D., and Valerie White, Ph.D., consultants to many Fortune 100 companies as well as creators of First Impressions, Inc., a New York-based dating and consulting firm, offer you the keys to putting your best self forward in any new situation, whether you want to strike up a conversation at a party or are meeting a blind date or a new business client.

You'll learn to see yourself as others see you, and how to tweak your style to create the impression that reflects the real you. Breaking down a successful first impression into its seven fundamentals, the authors show you how to master these principles so that you can make the best first impression. They also show how to avoid common misunderstandings that leave others with a bad impression, how to reveal the four universal social gifts, and they outline practical steps you can take to enhance your personal charm.

Informative and filled with enlightening research studies, do-it-yourself checklist reviews, and dozens of helpful case histories, First Impressions is a fun, groundbreaking, and long-overdue guide to the most important moment of virtually any relationship: the first.

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Rosa Rodriguez:

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Clifford White:

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