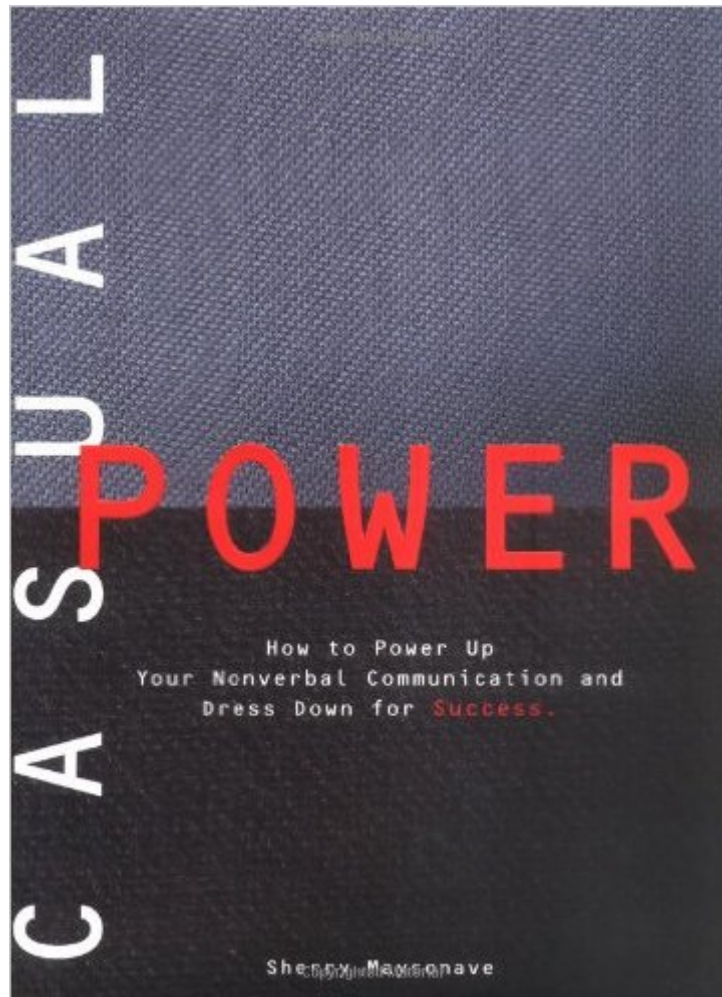


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# Casual Power:: How To Power Up Your Nonverbal Communication & Dress Down For Success



## Synopsis

What are you saying before you speak a word? Does your nonverbal communication limit your effectiveness? In this enlightening guidebook, Sherry Maysonave shows you precisely how to command respect, inspire trust, and project personal power when you dress down for business. 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 communications 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 Casualpower on the internet and find out how to enhance your personal power even more!

## Book Information

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## Customer Reviews

For women, most of what department stores carry is "failure clothing"-learn how to spot it and how to avoid it. First read John T. Molloy's original "Women's Dress for Success" from the 1970's-the scientific research gives the essential understanding that clothing and colors have on other's psyches. John gives the psychology behind the color and style and Sherry will show you how to put "current classics" together in a cost effective "Capsule Wardrobe". Both teach you how to "cross shop"-go to the most expensive store in town and look at, feel, try on (but don't buy) a skirt suit. Then go to the cheapest and do the same-it's fun even for someone who really hates to shop. As a female scientist for a proclaimed "business casual" large male-dominated corporation, I decided to try a little "experiment" on my coworkers about 3 months ago (poor buggers didn't know they were lab rats). I wore the color combinations Molloy suggests and the current classics Maysonave shows in Casual Power. I was both angry and delighted. I was angry that nothing has really changed much in 30 years-my male coworkers can dress like man-children (short-sleeved plaid shirts and rumpy dockers) while I'm treated equivalently or better only when wearing a skirt suit with the right color combinations (2 colors, solids, high contrast). I'm also delighted that this really works! The change in the way I'm treated and the way I feel in my clothes works in harmony to command more respect, confidence and opportunity in the workplace. Formerly a devout garage-sale junkie I am now a "no more 'McSly'" convert with a streamlined "capsule" wardrobe.

Whether you are a pro at putting outfits together or a bumbling brut (me), CASUAL POWER by Sherry Maysonave will lend some insight into what's right and what's not in the world of business casual. I know a number of people able to string outfits together but making an impact or statement with non-formal clothing takes skill, taste and experience. Someone like me who has spent a small fortune on clothing to make it easier to put outfits together will really benefit from Ms. Maysonave's book. At the very least, I've made some progress in understanding clothing faux pas' and coordinating shirts, slacks, shoes and sport coats. And whether one wants to admit it or not, appearances do matter. Casual (and perhaps Grunge) dress has long been the norm for high-tech environments. I consulted for a software company during the 90's that sported a dozen or so

software engineers. These guys and gals had an unwritten credo to determine who could wear the most disgusting, outrageous T-shirt, on a daily basis. While it provided much-needed comic relief, it was tragic nonetheless. For most men going casual, the challenge lies in locating the compromise between too stuffy and weekend slob. With the interpretation of casual so varied, Ms. Maysonave offers a general rule of thumb - remember there's a difference between casual dress and business casual dress. Additionally, no matter what one decides to wear to work, conducting business is the name of the game. For me, the need to change from "Dockers" casual to business casual came with too many unexpected client drop-ins and opportunities to meet new clients. Regardless one's profession, if suit and tie aren't required, tasteful business attire is still appropriate and, in most circles, expected.

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