

Book Review

Book Review: How to Make a Million Dollar First Impression

By JoAnne Tonk, John **Molson School of Business**, Concordia University

Making a positive first impression is essential to graduating students embarking on their job search. It is also crucial for those looking to build their resumes or find summer employment. Students, career counselors, people re-entering the job market and anyone wanting to improve their image must consider the importance of first impressions.

The new book, *How to Make a Million Dollar First Impression* teaches the reader just how to get that proper image across. Written by Lynda Goldman and Sandra Smythe, it is a gold mine of information for those looking to find work or for those wanting to enhance their image.

The book covers a broad base of topics and includes chapters such as:

- What do people see when they look at you?
- Business basics that make you look savvy
- How to project "Champagne taste" on a "beer budget"
- Why the small details count for so much
- How to shine at business social events
- How networking can help you reach your goals, and
- Techno-etiquette: communication in the electronic age

This book reminds the reader that in today's day and age keeping up to date on company policy and business development is only part of the employment "dance." In order to be successful the candidates must also keep their appearance up to date and be socially savvy, showing the employer that they are the right fit for their company.

How to Make a Million Dollar First Impression has received rave reviews. Andrei Panu, Software Engineer, Peernet Inc. states, "This book offers practical, no-nonsense tips that you can use immediately to give you the edge on the competition."

It is also a hit with students. Jane Ngo, from Queens University believes that, "This book is a great resource for university and college grads looking for their first jobs."

"This is a comprehensive instructional book on business etiquette - excellent for people who are just starting out and want some tips for success. It is clear, concise and to the point, easy to read and understand. I like the quotes from people who are actually dealing with applicants," states Omer Mendelson, a McGill University student.

How to Make a Million Dollar First Impression is an excellent new resource for university and college students. Career Educators are encouraged to obtain a copy for their resource library.

How to Make a Million Dollar First Impression will also be available soon in French. Lynda Goldman and Sandra Smythe have developed tips and techniques to help business professionals achieve their goals. As authors of 27 best-selling books for Prentice-Hall and Houghton Mifflin Company, together they have presented numerous seminars across Canada and the United States over the past ten years. They are members of CAPS (Canadian Association of Professional Speakers) and seminar leaders for corporate clients, associations and business schools.

