## **TABLE OF CONTENTS**

			Page
INTRODUCT	ΓΙΟΝ		11
CHAPTER	1	ME, MYSELF, I	23
	1.1.	Introduction	23
	1.2.	Who are you?	23
	1.3.	What do you stand for?	56
	1.4.	What gives you energy?	64
	1.5.	What drives you? What is your inspiration?	66
	1.6.	Where does your passion lie?	69
	1.7.	What are your strengths and less developed points?	71
	1.8.	How do you want to improve and develop?	75
	1.9.	What is your safe zone?	78
	1.10.	What are your challenges?	84
	1.11.	What are your dreams and what is your ambition?	86
	1.12.	How will you achieve your dreams?	88
CHAPTER	2	ME AND THE OTHERS	99
	2.1.	Introduction	99
	2.2.	Language	99
	2.3.	Symbols and codes	107
	2.4	Making contact	117
	2.5.	Presenting yourself	121
	2.6.	Giving compliments	127
	2.7.	First impression	134
	2.8.	Humor	141
	2.9.	Body language	146
	2.10.	Body signals	152
	2.11.	Manipulation	159
	2.12.	Applications	166

CHAPTER	3	ME AND MY ENVIRONMENT	175
	3.1.	Introduction	175
	3.2.	Effective action and communication	175
	3.3.	Business conduct and communication	178
	3.4.	Factual action and communication	180
	3.5.	Personal, empathetic action and communication	183
	3.6.	Normative action and communication	186
	3.7.	Authentic action and communication	188
	3.8.	Situations	190
	3.9.	Action and communication from a single strategy	205
	3.10.	Presenting to a group	207
CHAPTER	4	HOW ARE THINGS SUPPOSED TO BE?	213
CHAITER	<del>4</del> .1.	Introduction	213
	4.2.	Dutch etiquette rules	215
	4.3.	Etiquette in many forms	216
	4.4.	Clothing and colors	220
	4.5.	Etiquette with customers	229
	4.6.	How do you think it should be?	237
CONCLUSION			241