



The New Professional Image: Dress Your Best For Every Business Situation (2nd Edition)

Susan Bixler, Nancy Nix-Rice

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Starting a new job search?

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Does your appearance increase your prospects . . . or will it destroy them before you even start to talk?

It doesn't matter how smart, hardworking, or dedicated you are-if you don't look the part, you're simply not going to succeed in today's business world. Every look you put together is more than a collection of clothes, accessories, and good grooming-it is truly your personal logo. In *The New Professional Image, 2nd Edition*, image consultant Susan Bixler, whose advice has been featured in *Time*, *The Wall Street Journal*, and *Vogue*, is your indispensable guide to creating your wardrobe and tailoring your appearance for every day and every challenging business situation.

The New Professional Image, 2nd Edition answers all of your most pressing concerns, such as:

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