



# **The Power of Handshaking: For Peak Performance Worldwide (Capital Ideas for Business & Personal Development)**

*Robert E. Brown, Dorothea Johnson*

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Never again walk away from a greeting empty-handed! "The Power of Handshaking" was written by a sales expert and a protocol authority for business professionals who want to sharpen their intuitive skills when meeting new people -- worldwide. Handshaking is a valuable, and often overlooked, form of non-verbal communication. Learning to consciously send the message you want, and interpret the subconscious messages you receive is invaluable in both business and personal relationships. This handy little guide teaches you to grasp the meaning of those you meet. During his 30 years in business, Robert E. Brown has categorized 12 basic types of handshakes and identified specific states of mind and personal traits related to each. Teaming up with the founder and director of the respected Protocol School of Washington, Dorothea Johnson, he has expanded Brown's handshaking theory to the international business arena. Now find out how to increase your awareness of your own handshake and make the most of your introductions.



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