



Service Etiquette, 5th Edition

By Cherlynn Conetsco, Anna Hart

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This all-new 5th edition of the venerable *Service Etiquette* cements the guide's reputation as the definitive resource of military protocol. International protocol experts Cherlynn Conetsco and Anna Hart have totally rewritten the book, expanding its scope and intended readership from military officers and military spouses to all levels of the military, government, and business professionals. With forty-plus years of collective experience, they are recognized masters in modern etiquette and civility. Universally applicable, the new edition is a highly readable, multicultural courtesy and planning manual that provides entry-level professionals with a wealth of hands-on detail and vital skill sets. To seasoned military leaders and corporate executives, it offers useful insights in refining social and business models for a diverse selection of both domestic and international constituencies. Throughout the reference, Conetsco and Hart share fascinating insights, the latest official information, and modern civility advice. They introduce new material covering international guest and host etiquette, including manners at the global dinner table, public use of personal electronic devices and email manners, and essential protocol during government ceremonies, business receptions, and high-profile visits. They spotlight individual responsibilities, such as proposing toasts and navigating receiving lines, in detail. Seating plans are included for conference rooms, auditoriums, and dining tables. There are checklists and step-by-step scripts for organizing a Dining In or a Fallen Comrade observance. For fast reference, the first page of each chapter includes a box listing key points covered. To keep the guide user friendly, boxes with pertinent questions and answers appear throughout the text.

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Editorial Review

About the Author

Cheryl Lynn Conetsco has more than twenty-five years of experience in curriculum design, coordination, and evaluation. She created the highly acclaimed Attaché Spouse Program for the Joint Military Attaché School in Washington, DC, where she trained thousands of uniformed diplomats and family members selected for embassy duty. A Certified Protocol Consultant (CPC), she is currently President, International Association of Protocol Consultants and Officers (IAPC) in Washington, D.C. Anna Hart is the social director for the Brigade of Midshipmen and protocol adviser to the Commandant at the U.S. Naval Academy. A Certified Protocol Officer (CPO), she is the first to develop and present their four-year officership protocol and etiquette training curriculum.

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