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Power Entertaining: Secrets to Building Lasting Relationships, Hosting Unforgettable Events, and Closing Big Deals from America's 1st Master Sommelier

Eddie Osterland

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Power Entertaining: Secrets to Building Lasting Relationships, Hosting Unforgettable Events, and Closing Big Deals from America's 1st Master Sommelier Eddie Osterland
Master the art of entertaining and cement lasting business relationships in the process

You're at a fancy downtown restaurant for dinner with a million-dollar business deal on the table. The waiter hands you the wine list. Now what? So much for that shiny M.B.A. and your powerful business connections. What matters right now, at this moment, is your wine IQ—and your ability to entertain this client in a way he'll never forget. In *Power Entertaining* Eddie Osterland, Master Sommelier, and America's foremost wine and food coach outlines dozens of power entertaining tips that can make anyone a more effective host or hostess—be it at a corporate business event or private dinners with clients in restaurants.

When it comes to hosting big business meetings or important sales events, you will discover how to entertain business clients and business associates with ease, knowledge, and confidence, using good wine and food as the ingredients to build strong and lasting business relationships.

- Teaches how to transform boring business meetings and sales functions into memorable social events that people will want to attend again and again
- Enables you to build long-term business relationships based on the time-honored principles of courtesy, generosity and old world hospitality
- Learn how to convince the restaurant's Maitre d' to give them the best table in the house—even on a busy Friday or Saturday night

Success is always in the details, so master the finer points of entertaining before your next big business event.

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