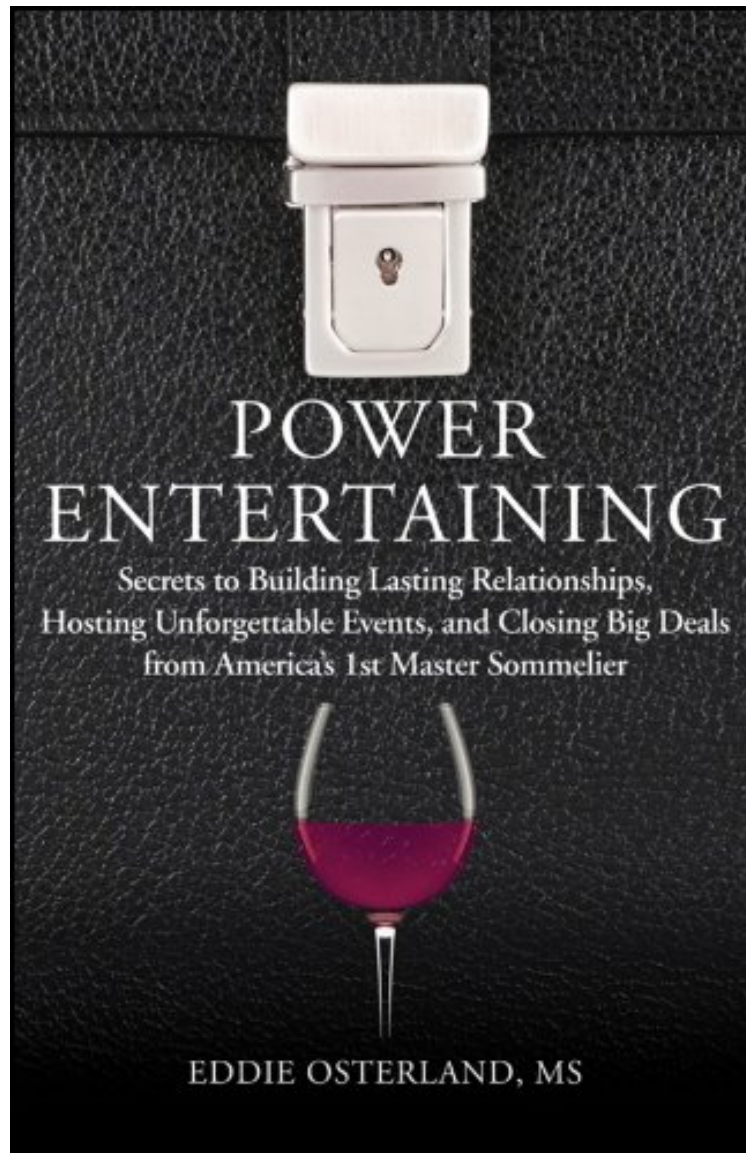


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## **Power Entertaining: Secrets to Building Lasting Relationships, Hosting Unforgettable Events, and Closing Big Deals from America's 1st Master Sommelier**

*Eddie Osterland*

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**Eddie Osterland : Power Entertaining: Secrets to Building Lasting Relationships, Hosting Unforgettable Events, and Closing Big Deals from America's 1st Master Sommelier** before purchasing it in order to gage whether or not it would be worth my time, and all praised Power Entertaining: Secrets to Building Lasting

## Relationships, Hosting Unforgettable Events, and Closing Big Deals from America's 1st Master Sommelier:

2 of 2 people found the following review helpful. good for anyone who drinks wine!By tMany of us are not corporate execs trying to impress anyone - we just like to entertain casually, and change it up every once in a while. This book gives you great explanations on various wines, and encourages you to try new things. With simple instructions, great stories, and fantastic web sites, even the most timid of us will have the courage to go out and try new things without first home testing them. Making it easy to learn also saves you expensive mistakes!Have fun reading this, because you will find that Eddie must have enjoyed sharing this all with you, because in reading this book, his whole purpose seems to be to get us all to not take wine so seriously, but to smile and have fun with friends, and make new friends.0 of 0 people found the following review helpful. Great quick read about wine and food!By CURTIS RICEIf you're looking to brush up on wines and planning events, this is a great quick read to familiarize yourself with multiple pairings.0 of 0 people found the following review helpful. More than it PromisesBy Art FeirmanIf seen a number of reviews and the emphasis has been the books focus, of knowing how to entertain with food and wine... But there's a fun side to it, and I especially like all the advice on wine pairings. I'm not a wine snob but I like a good wine as do several good friends.I'm looking forward to introducing those friends to many of his suggestions. It should keep us busy for months. Very cool. -art

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 IQmdash;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 hostessmdash;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 housemdash;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.

From the Inside FlapYou'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 MBA and your powerful business connections. What matters right now, at this moment, is your wine IQmdash;and your ability to entertain this client in a way he or she will never forget. In *Power Entertaining*, Eddie Osterland, Master Sommelier and one of America's foremost wine and food coaches, outlines dozens of power entertaining tips that can make anyone a more effective host or hostessmdash;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. This reassuring and comprehensive guide to making an overwhelmingly positive impression will help you to: Create dynamic pairings of great foods and great wines Transform boring business meetings and sales functions into memorable social events that people will want to attend again and again Build long-term business relationships based on the time-honored principles of courtesy, generosity, and old-world hospitality Get world-class customer service in upscale restaurants even on the busiest nights Use business entertaining as a powerful client development strategy Success is always in the details, so master the finer points of entertaining before your next big business event.From the Back CoverPraise for *Power Entertaining* "Eddie Osterland is a brilliant sommelier, an accomplished businessman, and a member of a seemingly shrinking group of people known as class acts. I loved him and admired him from the moment I met him, and now I am so happy he is sharing this invaluable information in his outstanding book. I highly recommend it." mdash;Jack Canfield, Coauthor of *The Success Principles* and *Chicken Soup for the Soul*reg; "Successful leaders know all about the importance of nurturing their relationships with colleagues and business associates. Entertaining with ease and confidence is often a key part of that process. In *Power Entertaining*, Master Sommelier Eddie Osterland offers a wealth of fun, informative tips on how to entertain successfully in all kinds of business situations. Read this book and let Eddie show you how to become a master of business entertaining!" mdash;Ken Blanchard, coauthor of *The One Minute Manager*reg; and *Lead with LUV* "Looking for a new way to entertain clients or develop business? *Power Entertaining* is a must-read for anybody who's interested in using hosting as a business development strategy. Full of creative ideas on how to bring people together around good wine and food, this book will make you a pro at what I believe to be the most fun and effective way to

grow your network." —Keith Ferrazi, author of *Never Eat Alone* "Wine knowledge is a powerful tool for today's businessperson—providing leverage in all business entertaining. Eddie Osterland's dynamic but expert approach makes learning about wine just as much fun as drinking it." —Mary Ewing-Mulligan, Master of Wine and coauthor of *Wine for Dummies*

**About the Author****EDDIE OSTERLAND**, America's first Master Sommelier, is an internationally acclaimed expert in the culinary arena of food and wine. Eddie holds the prestigious degree of *Diplôme Universitaire d' Aptitude à la Dégustation (DUAD)* from the *Université de Bordeaux* in Bordeaux, France. While completing his studies there, he passed the grueling Master Sommelier Diploma in London in 1973 and later became head sommelier at the *Hôtel de la Poste* in Beaune, Burgundy, France—an American running a French wine cellar! For more than twenty-five years, he has delivered workshops on his concept of *Power Entertaining* to such global companies as Accenture, General Mills, Citigroup, IBM, Merrill Lynch, GE, Ford, UBS, Discover Card, Sprint, Procter Gamble, Oracle, and American Express.