



PROTOCOL-35TH ANNIVERSARY ED.

Mary Jane McCaffree, Pauline Innis, Richard M. Sand Esquire

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The Protocol Red Book™: 35th Anniversary Edition The term "protocol" comes from the Greek words meaning "the first glue," and indeed, it may be said that protocol is the glue, which holds official life in our society together. Whether on the local, state, national or international level, proper protocol is vital in assuring that relations between the officials of organizations and governments are conducted with minimum friction and maximum efficiency. In this comprehensive guide to proper diplomatic, official and social usage, the authors define and describe the forms and procedures that constitute good protocol. They provide information on the order of precedence, ranking officials at every level from the President of the United States on down, on titles and forms of address to be used in written and oral communications, on calling cards, invitations and replies, official entertaining and private parties, table seating arrangements, flag etiquette, and much more. Also, this expanded, updated and indexed edition contains new chapters on military protocol, international business, diversity and gifting. There is a fascinating section on the historical background of modern protocol, and an appendix filled with valuable information on dealing with the press, wearing decorations, proper dress, and diplomatic terms.

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