

Inhalt

Vorwort	6
Wegweiser	7
1 Prologue: From pub to publisher	8
2 How it all began: Fritz von Brausewitz – From soldier to salesman	12
3 At the interview: Applying for the job of castle-seller	20
4 Mind your manners: A first lesson in social rhetoric	31
5 Meeting a potential customer: A big fish on Brausy's hook	39
6 Building bridges: Table talk	51
7 How not to be a wallflower: Getting to know one's colleagues	61
8 Insensitive small talk: Trying too hard at the customer's	73
9 Ten deadly sins: Small talk with a ghost	83
10 Exploring business opportunities: Getting it right at the customer's site	91
11 Recognising small talk sinners: Visit to his bankrupt lordship	101
12 Network in the fourth dimension: Interviewing a ghost	109
13 Sense and sensitivity: At cross-purposes with the lady	119
14 A farewell speech: Good-bye, My Lord	129
15 Congratulations at the company: As time goes by	139
16 To joke or not to joke: The status meeting	147
17 Epilogue: From castle-seller to castle-dweller	156
Appendix I Small talk around the world	159
Appendix II Small-talker's dictionary	172
Key to the exercises	189