

# Intros take finesse

By Joan Dietch  
special writer

I have recently been promoted to a position in which I will often host meetings, seminars and conferences for my company. Introductions have never been my strong suit. Could you give me some direction?

The most important thing about introductions is to do it if you forget names, draw a blank on titles or feel totally confused, forge ahead anyway. The best speakers, politicians and entertainers have all forgotten titles and names of people they were introducing at certain times. Introducing people is one of the most important acts in business. Follow this pattern:

- Introduce a younger person to an older person.
- Introduce a peer in your own company to a peer in another company.
- Introduce a non-official person to an official person.
- Introduce a junior executive to a senior executive.
- Introduce a fellow executive to a client or customer.

Give a short explanation of who people are when making introductions:

"Mrs. Jones, I'd like to introduce my son, Joe. Joe, this is Mrs. Jane Jones, director of our company."  
"Paul, how good to see you! I'd like to introduce my colleagues Mary Smith, Jim Jones and David Dow. And this is Paul Johnson, president of Johnson & Guiderstern."

I attended a business luncheon recently and was appalled when a young executive licked his fingers during the course of the meal. Could you please address this?

Never lick your fingers in public. Whether you're eating finger food or not, it simply isn't done. Napkins are for wiping the fingers. If they are uncomfortably sticky, excuse yourself and go into the restroom to wash your hands.

I have recently been hired as a pharmaceutical representative for a large drug company. I need a routine to follow when introducing myself to the doctors and pharmacists I'll be meeting. Also what to do about the cold right hand offered for a handshake at a party after holding a cold drink.

When you enter the doctor's or pharmacist's office, extend your hand and say, "I'm delighted to meet you, Dr. Adams/Mr. Jones" or "Hello, Dr./Mr. . . ." The handshake needs to be firm and a full grip. Don't just touch fingertips. Hold the grip for three to four seconds as you look your prospective client directly into the eyes and smile. The cold hand at parties is remedied by forming the habit of holding your drink in your left and keeping the right hand warm and at the ready.

The times when you should shake hands:

- When you introduce yourself to someone.
- When someone introduces you to someone else.
- When you say goodbye.
- When someone comes into your office from the outside.
- When you run into someone outside the office.
- Entering a room, when you are greeted by those you know.
- When you leave a group attended by people from outside your office.

## CLOTHING TIPS:

For men: Raincoats for the shorter man should be dark tan or camel with medium collars, double-breasted to add size and strength. The tall, thin male needs a light or medium tan or camel in a simple style. Avoid the flashy look.  
For women: What's your line? If it's tall and thin, here's some camouflage ideas: Wear horizontal lines, wide belts, yoke lines and circular trimming. Also, hip-length or three-quarter-length blazers, contrasting colors, large accessories, bulky jewelry, large handbags.  
Avoid vertical lines, deep V-necks, light-fitting clothes, clinging, filmy fabrics, exaggerated shoulders and tight sleeves.

Joan Dietch is a sales and marketing consultant who lectures on business etiquette and has written a business dress book.



**with  
the  
beatles**

**stereo**



# Beatles

go

# High Tech

## Fab Four stage 2nd U.S. invasion on CD

By Wayne Peal  
staff writer

The Beatles are coming (again). This time on compact disc, this time to stay. By now, all of the Beatles' first four (British) albums should be available on compact disc, with the rest of their catalogue available on CD before the end of the year.

Hosannas are being sung by Beatle fans everywhere — some of whom have reportedly paid \$100 or more for an import Japanese CD version of the Abbey Road album.

Hosannas are also being sung by record industry retailers, who envision heavy, steady sales from old and new fans. "We're expecting sales to be quite good," said Susan Thom, advertising director for Harmony House, the Detroit area's largest record retail chain.

"I don't think the fact that people already have this music is going to deter them from buying CDs. If you've heard what a CD sounds like, you know there's a big difference."

IF THE as-yet-unpreviewed discs were processed with care — as expected — they should be a treat. No more scratchy "Love Me Do." No more warped "Ticket to Ride."

Nothing but the Beatles music, the way God — or at least producer George Martin — intended it.

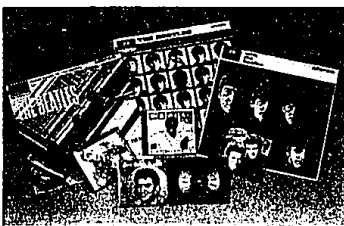
But the CD packages, as mentioned, will be culled from the group's British albums. As such, they hold a few surprises for American Beatlemaniacs.

First of all, Capitol Records is using mono mixes — at least

for first four releases: "Please, Please Me," "With the Beatles," "Hard Days Night" and "Beatles for Sale."

At first blush, the decision is disappointing. But pristine mono is generally superior to rechanneled stereo and many of the group's early releases were recorded in mono, then reprocessed into fake stereo for the U.S. market. In some cases, this led to an "echo chamber" effect, obscuring the ever-present harmonies on some domestic albums.

On a less technical note, the British releases are a better buy than their American counterparts even in LP form — no matter how much you treasure your battered copies of Beatles '65 and Yesterday and Today.



FOR STARTERS, early British albums contained 14 songs; Americans 10. (Looking for the extra dollar, U.S. Capitol pulled half the songs off each pre-1966 British album, added some hits, B-sides and assorted other filler and created two Beatles albums to the British Parlophone label's one.)

One drawback — in 1960s Britain, 45s and albums were treated as two separate entities.

Unless Capitol changes the policy for CD, such favorites as "I Want to Hold Your Hand" and "She Loves You" plus such luminous B-sides as "This Boy" or "She's a Woman" won't be on the discs.

One hopes for CD greatest hits and anthology packages — a good possibility for the Christmas market. Another note: Some versions of Beatles songs varied from country to country. For instance, the staggering guitar start to "I'm Looking Through You" (on Rubber Soul, not yet on CD) is nowhere to be found on the British LP.

A hi-hat opening to "All My Loving" is available on an obscure Dutch greatest hits package and nowhere else. Generally, however, British and American versions vary only slightly.

EVEN IN their British form, most early Beatles albums contain roughly 35 minutes' worth of music. A CD holds about 70 minutes.

Don't hold your breath waiting for Capitol to re-re-release the discs in the two-for-one format used for some Motown CD releases.

## The oldies are goodies on CD

By Wayne Peal  
staff writer

The long-awaited release of Beatles CDs caps a growing trend. Most of the best music of the 1950s and '60s is now available on CD — just in time for nostalgic baby boomers with an extra \$16.95 to spend.

Not everyone is pleased. One-time baby boom hero Frank Zappa recently castigated record companies for spending more time transferring previously recorded (and cheaper) tapes to CD, rather than using the new medium's expansive sound quality to promote new acts.

Zappa has his point. But even on some 30-year-old releases, CD sound quality has generally been good to downright astounding.

One caveat must be added: If the music was recorded with care, it will show; if it wasn't it will also show.

For instance, the Everly Brothers

20 Cadence Classics — available on Rhino, a West Coast company specializing in re-releases — is a lovely disc. The harmonies, guitar chords and sonic surprises — including a screwdriver tapped against an empty Coke bottle — come through in crystal clear fashion.

IN CONTRAST, the Monkees Then and Now CD — different and more definitive than the similarly named LP — sounds compressed and muddy, only slightly better than Monkee LPs. But then, Monkee music was dashed off to meet the demands of a weekly TV show, not transcribed for the ages. (The new hit: "That Was Then, This Is Now" sounds great, however.)

For those going back to the future via CD, here's a list of recommended golden oldies:

• Sam Cooke, The Man and His

Music, RCA. Cooke, arguably the greatest soul singer of the '60s, sounds surprisingly contemporary on this large collection. A bonus: two of his early '50s gospel hits are also included. A minor disappointment: his sublime blues number, "Little Red Rooster" is absent. Still, this collection renders all of Cooke's pop LP's obsolete.

• The Jackie Wilson Story, Epic. While not up to the Cooke package's standards, Highland Park's "Mr. Excitement" was made for CD. Musby arrangements — not muddy sound quality — sink several songs, but on CD Wilson stands revealed as the most overlooked, and possibly greatest, vocalist of his generation.

• Buddy Holly, From the Original Master Tapes, MCA. A great, rocking set that contains everything you want to hear from Holly. (Unless you're a sucker for such astring-laden

can find it. The brothers' 1983 get-together at London's Royal Albert Hall was digitally recorded and sounds wonderful, even on LP.

• Elvis' Golden Records, RCA. The king's original greatest hits package. All of Presley's initial, indispensable hits are here. (Suggestion: Get the U.S.-made mono disc, rather than the Japanese-made rechanneled stereo version.) \$50,000,000 Elvis Fans Can't Be Wrong, RCA — Elvis' harder-to-find (on CD, anyway) second greatest hits package is also recommended, but it contains roughly half the music.

• The Good-Feeling Music of the Big Chill Generation, Vols. 1-2, Motown. Never mind the jaw-breaking name and garish packaging. Combined, these two discs contain 37 of Motown's greatest 1960s hits and therefore a large chunk of the decade's greatest pop-rock. (There's a Vol. 3, too, but it isn't as good.) While some songs are less than sonically splendid, others sizzle. But almost all are clearly preferable to their LP versions. Motown has aggressively reprocessed its old hits for CD. All major acts are well-represented by anthology CDs. These two discs, however, provide a solid overview.