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Gilbert Monod De Froideville and Mark Verheul *An Experts' Guide to International Protocol*

Best Practice in Diplomatic and Corporate Relations

Although modern life grows increasingly casual, in many sectors, protocol still reigns supreme. *An Expert's Guide to International Protocol* offers an overview of its associated practices, including those found within the context of diplomatic relations and the business world. Focusing on a wide range of countries and cultures, the book covers topics like precedence, seating arrangements, flags, ceremonies, invitations, dress codes, gifts and honours, and the roles of the protocol officer, guest and host. Throughout, influential diplomatic, business, and cultural figures share their own experiences with protocols around the world, also throughout the COVID-19 pandemic.

BIOGRAPHY

Gilbert Monod de Froideville is Honorary Chamberlain and former Master of Ceremonies of Queen Beatrix of the Netherlands and Director of the consulting company Protocol International.

Mark Verheul is former Head of Protocol of the City of The Hague and founder of the training firm Mark Verheul – International Protocol & Strategic Networking.

"I think that the authors' intent for this book has great value and extends far beyond national borders. There are so many emerging nations that may still be searching for suitable forms of protocol like those so clearly expressed in this book. I therefore heartily recommend this volume to everyone working in an international corporate or diplomatic environment and any country looking for the best way to apply international protocol."

- Professor Jaap de Hoop Scheffer, former Secretary-General of NATO

"Absolutely agree with the authors: diplomacy has never been more important as we face this global challenge of the COVID-19 pandemic. And, as always, diplomacy and protocol will adapt and innovate to continue being the existential base requirement for international relations, and an essential ingredient in international collaboration and problem solving."

- Mr Stewart Wheeler, Chief of Protocol of Canada

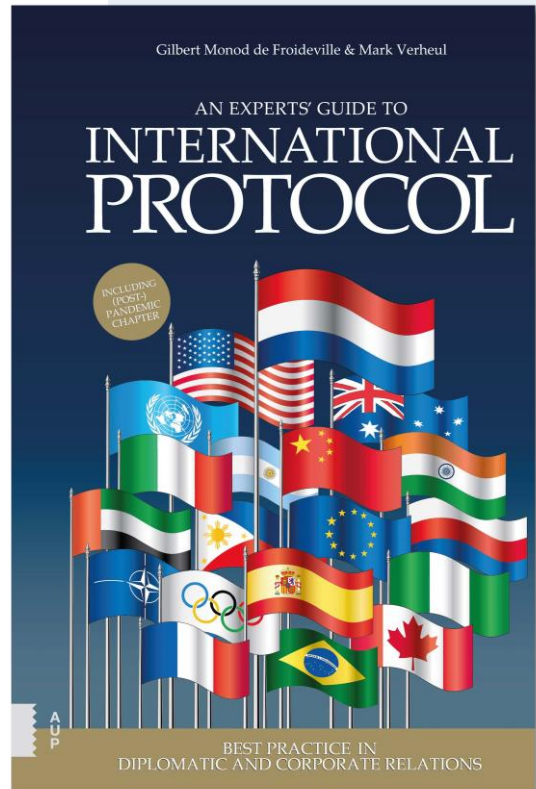
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