



The Gentleman's Guide to Cool

Paul Giles

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The secrets of making a great first and lasting impression... According to a Harvard University study, once a bad impression is formed, it takes eight - eight! - subsequent good encounters to correct that initial impression. You never get a second chance to make a first impression. Paul Giles, News Corp columnist and former international male model who worked with the biggest fashion houses and designers for over 20 years, shows men how to make the right first impression. 'The Gentleman's Guide to Cool: clothing, grooming, etiquette' is the book for any man who wants to learn the secrets of making a great first and lasting impression. Learn what to wear, how to portray confidence and simple grooming techniques that will make a difference to all areas of your life.

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