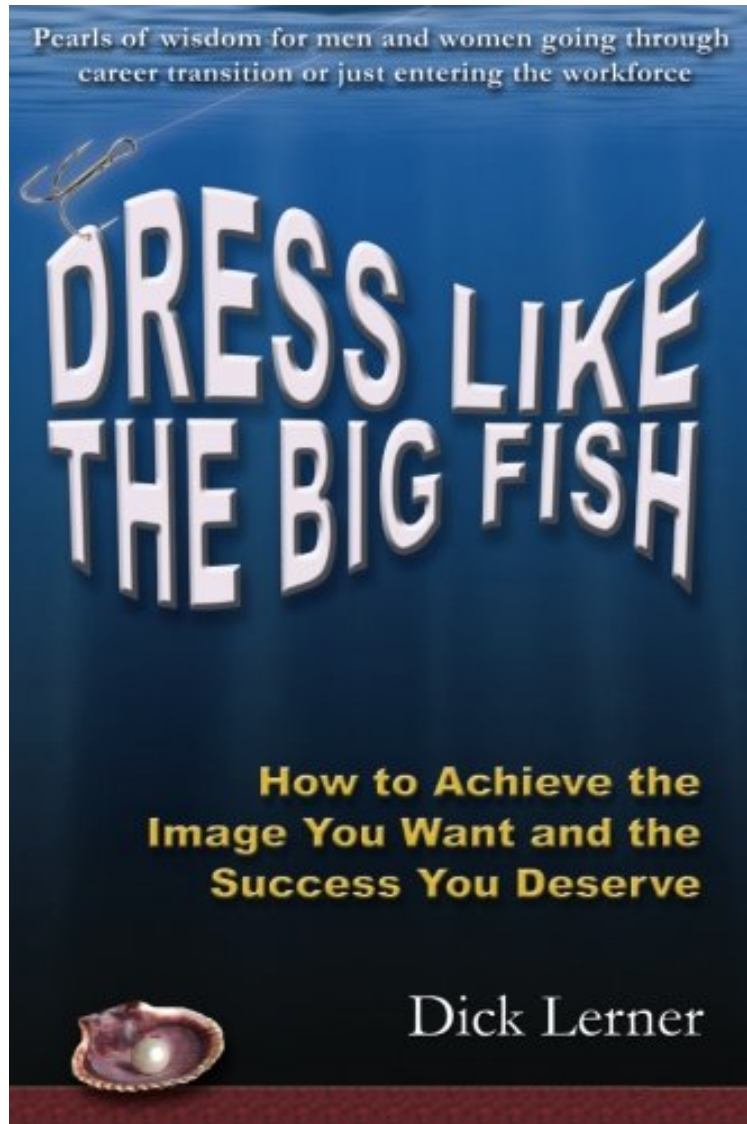


(Mobile pdf) Dress Like the Big Fish: How to Achieve the Image You Want and the Success You Deserve

## **Dress Like the Big Fish: How to Achieve the Image You Want and the Success You Deserve**

*Dick Lerner*

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**Dick Lerner : Dress Like the Big Fish: How to Achieve the Image You Want and the Success You Deserve** before purchasing it in order to gage whether or not it would be worth my time, and all praised Dress Like the Big Fish: How to Achieve the Image You Want and the Success You Deserve:

0 of 0 people found the following review helpful. Great BookBy Anthony WadleyThis book sheds a lot of light on the proper way to dress like a professional making a great 1st impression.9 of 12 people found the following review

helpful. Lack of research undermines this book's utility. By Scott Burgess So you want to learn how to make a better impression? Well, you'll be hard pressed to learn it here. While the author vaguely outlines some elements of a professional wardrobe, he supplies little justification for his narrow perspective and sweeping generalizations. For example, in mens suits the author dissuades the gentleman from wearing anything other than black, navy or charcoal-- a ridiculously narrow selection, and one likely to put off both sales prospects and employees. While the author does supply some interesting information on leather and fabric, it comes across as designed to goad the customer into buying the most expensive merchandise, not enable the most functional wardrobe at the most reasonable price. And therein lies the rub. Nowhere are there rationale for this author's choices, nor any references to research done in the field of professional dress. What one is left with is the opinion of a clothes salesperson, and while the author has 30 years experience selling clothes this does not establish him as an authority on what one should wear and \*why\*. Is an auto salesperson an authority on automobile design? Would you purchase an auto by handing your checkbook to the showroom floor rep? Then why would you let a salesperson choose your career path? One can understand that a salesperson might skimp on background reading, but authors should meet a higher standard. Part of the difficulty with guides of this sort is a lack of focus. Do I really need to know how a belt is made? If I wear a less expensive belt with a suit, will this make a difference? Does this decision vary regionally across the country? Like innumerable authors before him, the big fish slips through Lerner's fingers, leaving him digressing into minutiae which are of varying value (though I personally found them interesting). What the public pines for is a book addressing what actually, \*measurably\*, works for women and men in the workplace and how to most economically achieve this look. There is good news for men: work attire for gentlemen is steeped in tradition, not fashion, so authorities do exist. If you desire a first book on gentlemanly appearance, the slightly dated "John Molloy's New Dress for Success" is based on his research, not sales opinion--one can update the look to styles of today once one understands the consequences of the clothing. A used copy of this book can be easily had on Ebay if not here, and the content quality handily exceeds Lerner's effort. If fashion is a gentleman's desire, perhaps to bait a longed-for woman of taste, I recommend "Dressing the Man" by Alan Flusser. His analysis of tricky color and pattern combinations is second to none. If considering other titles, I recommend previewing them with a critical eye toward discerning what the reasoning behind the advice is (if there is any at all). Unfortunately, while guides do exist for women I know of none which adequately captures the current trends in clothing and style for the workplace. Writers and researchers would do a great service to many by meeting this need through a non-sexist but thorough treatise which acknowledges past and current sociological research on the effects of clothing. In short, this book fails the needs of its primary prospective buyer: a woman or man seeking to understand the consequences of choices in workplace clothing. Try fishing elsewhere. The pond here is small and filled with naught but minnows.

1 of 1 people found the following review helpful. A fashion guide entwined with a common sense business guide. By Midwest Book Review A man with greasy long hair, torn jeans, and an Iron Maiden T-Shirt is never going to strike anyone as a successful business man, so why should they be treated as such. "Dress Like the Big Fish: How to Achieve the Image You Want and the Success You Deserve" is a fashion guide entwined with a common sense business guide for readers who are achieving enough to deserve it, but seem so often overlooked. First impressions matter, and "Dress Like the Big Fish" is a guide to taking advantage of them.

It's easy to lure the job or promotion you want when you look the part. With clients from around the world, Dick Lerner has earned his stellar reputation for complete image coaching. Over 30 years in the clothing industry, including conducting workshops on personal style and image management, have placed Lerner at the top of his field. **SUCCESS: You'll Wear it Well** If you're ready to win, this is the book for you. You have just a few seconds to make a first impression that says without a doubt, "I'm a success," so don't leave it to chance! Image and clothing expert Dick Lerner easily shows you how to dress like the big fish for every situation, every time. Celebrities, military officers and savvy professionals who want to get ahead in their careers turn to Lerner to learn the secrets of creating a winning look every day. Now you can too! This book takes you from interviews to workplace gatherings, from formal dress to jeans. You will learn about the simple but important things such as fabric, fit and getting down to the details. **Dress Like the Big Fish** has become the must-have guide for creating and cultivating a winning image. Don't miss out on your chance for success! Learn to wear it well. Who needs this book? Retiring military personnel, companies who care about their associates' dress and appearance, soon-to-be college graduates, professionals who want to improve their image and more.

Years ago, after over 13 years in the Air Force, I found myself transitioning from flying jets for the Air Force to becoming self employed as an author and presenter in the civilian world. Being stationed in nearby Omaha, Nebraska, I had heard of the dedication of Richard Lerner and his brother Shelly of Bel Air Fashions. I so needed help. These two gentlemen were kind enough to spend hours helping me to understand color, fabrics, construction and fit of a gentleman's wardrobe. They made it easy. Through their efforts, I was able to mix-and-match, dress up or down fitting for any occasion. I'm proud to say that when I met President Reagan, I was dressed entirely through Bel Air Fashions. Whether I'm on Oprah, speaking with Fortune 500 companies or young adults, Richard and Shelly are with me every

step of the way. If you are looking for a book that makes getting dressed easy then this is the book for you. --David Pelzer, author of A Child Called "IT" #1 New York Times Best Selling Author 2006 National Jefferson Award Recipient

About the Author As a Certified Wardrobe Consultant and Certified Custom Clothier, Dick Lerner is an image specialist who helps "sweat the details" to get dress and appearance right. He has been providing workshops for 33 years to assist men and women in choosing their wardrobes. Most notably, he works with people who are going through job transition. He is co-owner of Bel Air Fashions in Omaha, a wardrobe consulting firm. Among his clients are celebrities, military officers and savvy professionals who want to get ahead in their careers