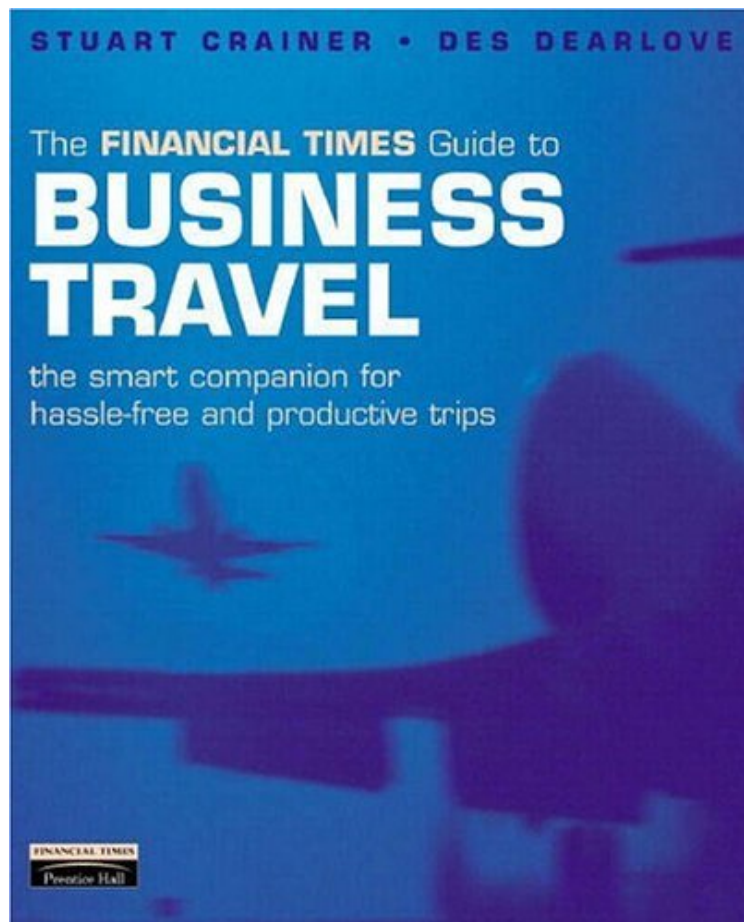


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Financial Times Guide to Business Travel: The Smart Companion for Hassle-Free and Productive Tips

Stuart Crainer, Des Dearlove
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Stuart Crainer, Des Dearlove : Financial Times Guide to Business Travel: The Smart Companion for Hassle-Free and Productive Tips before purchasing it in order to gage whether or not it would be worth my time, and all praised Financial Times Guide to Business Travel: The Smart Companion for Hassle-Free and Productive Tips:

Savvy advice to make every business trip hassle-free and productive. Business travel can be one of the most stressful or stimulating aspects of executive life; it all depends on how well prepared you are. It's about knowing the smartest route to your destination; knowing the quickest route into town; knowing how to get an upgrade; knowing what to do if you feel ill in a foreign country; finding the best hotel; and avoiding those frustrating experiences with laptops and modems. This is far more than a guide to logistics or travel directory. It is a forward thinking handbook of business

travel management, containing hundreds of ideas for making your time away productive and effective - from 10 things to work on if you are delayed in the airport with just pen and paper, through the best material to take on a journey, to ideas on how to effectively manage your team back home while you are away. From planning a stress-free business trip to making best use of all your time away, the FT Guide to Business Travel is the definitive travel companion for the global executive. Don't travel without it. "The secret to life on the road isn't knowing how to make plans. It's knowing how to change plans." FAST COMPANY

From the Back Cover Business travel can be one of the most stressful or stimulating aspects of executive life; it all depends on how well prepared you are. After the early jetsetting buzz has worn off, business trips can quickly become hard work, long-haul drudgery. Constant travel is demanding and exhausting, but it can also be enriching and endlessly stimulating. So how can you maximize the value of business travel for yourself and your business? What can you do to make the experience less draining, ease some of the frustration and generally improve its effectiveness? It's all about knowing: how to travel in comfort how to get an upgrade the quickest route from the airport to your destination what to do if you fall ill while abroad how to find the right hotel how to make the best use of your time away (including delays) how to make your hotel room work for you how to avoid those frustrating experiences with laptops and modems A collection of tips, tricks of the trade, and anecdotes from the travel-wise, this guide aims to help make life easier, richer and more enlightening for road warriors everywhere. From planning a stress-free business trip to making the best use of all your time away, The Financial Times Guide to Business Travel is the definitive travel companion for the global executive. About the Author Stuart Crainer and Des Dearlove are the founders of Suntop Media, the media concepts, content and consulting company. Their work appears in newspapers and magazines throughout the world. They are authors of Gravy Training, the inside story of the world's top business schools, The Ultimate Book of Brands, Generation Entrepreneur, and MBA Planet. Excerpt. Reprinted by permission. All rights reserved. Preface Do you remember your first business trip? It is a landmark, a statement of your rising place in the corporate firmament. The world opens up, bright new horizons adorned by hotels with overflowing mini-bars, meetings on the 87th floor, offices with glorious urban panoramas, and the extended leg room of business class. Yet, after the bright new beginning, business travel can quickly become hard work, jet-setting drudgery. This is a pity. True, constant travelling is demanding and exhausting. But it can also be enriching and endlessly stimulating. The question for globe-trotting businesspeople and domestic business travellers alike is how they can maximize the value of business travel for themselves and their organizations. If business travel is a given, what can be done to keep down the cost human and financial? What can business travellers do to make the experience less exhausting, ease some of the frustration, and generally improve its effectiveness? The Financial Times Guide to Business Travel aims to help make life easier, richer and more enlightening for business travellers everywhere. The main focus is on international business travellers, for whom air travel is the most frequent mode of transport, and navigating cultural nuances is the most acute business challenge they now face. Yet much of the advice applies equally to those whose business trips are predominantly domestic. It is a collection of tips, tricks of the trade, and anecdotes from those who fill the corporate skies and clog the transport arteries of the world. The Financial Times Guide to Business Travel is not the final word. The world of business travel is all embracing, too big to be confined to a single volume. (For this reason the Guide does not include recommendations of hotels or restaurants - there are many other books that do so.) Rather the Guide is a compendium of practical insights and experiences, more of a smorgasbord than a club sandwich. The best advice is that routinely, and often insincerely, tendered in hotel receptions and restaurants worldwide: enjoy. We mean it. Stuart Crainer Des Dearlove Editors June 2001