



For Release: Sept. 13, 2011
Contact: Matt Goodman
802/860-1814
matt@emilypost.com



Emily Post's Etiquette, 18th Edition
Manners For A New World

By Peggy Post, Anna Post, Lizzie Post and Daniel Post Senning

BURLINGTON, VT – When it seems more conversations happen electronically than face-to-face, do we still need etiquette? Presidential fist bumps, Twitter, tattoos and informality in all aspects of life don't negate the need for civility, say the authors of the 18th Edition of *Emily Post's Etiquette*, due Oct. 18 (William Morrow, \$39.99). In *Emily Post's Etiquette*, expert Peggy Post introduces next gen co-authors Anna Post, Daniel Post Senning and Lizzie Post from The Emily Post Institute, a family business based in Burlington, VT.

“Emily Post never had to worry about butt dialing a boss or entertaining vegans. As society changes, so do our manners. New situations require new guidelines,” says co-author Lizzie Post.

How do new situations come to light? Each Post author does hundreds of media interviews annually and answers questions from around the globe, giving them perspective on where there is a need for new etiquette guidelines.

The Posts' research found that some manners weren't new, but rather traditional concepts that were making a comeback.

“Call it the Royal Wedding effect, or ‘Mad Men mania,’ but from white gloves and finger bowls to letter writing and cocktail parties, we’re seeing a lot of retro chic etiquette right now,” says Anna Post. “There’s a revival of traditional aspects of culture that are a nice counterpoint to the digital age.”

At the same time says Peggy Post, “Americans have embraced a ‘culture of casual’ that envelops everything from clothing and conversation to travel and thank-you notes. Whether casual or formal, the principles of etiquette should always guide the choices you make. That boils down to respect and consideration for others plus a measure of common sense.”

This edition of *Emily Post’s Etiquette* includes new and expanded topics such as:

- Social networking
- Job search and interview etiquette
- Elder etiquette
- Volunteering
- Online dating
- Modern family structures
- Living with others
- Celebrations throughout life
- Funerals of various faiths
- Etiquette for mobile devices
- Adventure and international travel
- Etiquette for online gaming and casinos

The 18th Edition of *Emily Post’s Etiquette* still includes the hallmark information readers have relied on for decades, updated for today’s sensibilities including table manners, entertaining, introductions, business etiquette and wedding planning.

The 18th Edition of *Emily Post’s Etiquette* is fully integrated with The Emily Post Institute’s website, emilypost.com. The web property includes hundreds of articles organized into “Etipedia,[®]” a searchable etiquette encyclopedia. The 18th

Edition also draws upon the real-life questions posted on [Etiquette Daily](#), The Emily Post Institute's popular question and answer blog.

Says Daniel Post Senning, co-author and webmaster for The Emily Post Institute, "While mobile devices clearly make life more convenient, new technologies are coming out faster than people can adapt. According to a recent Intel survey, 75% of Americans state that poor mobile manners are a serious problem. The 18th Edition tackles mobile manners and tech etiquette from every angle—texting, tweeting, email etiquette, establishing mobile manners at home, online dating, social networking and more."

Emily Post's Etiquette will provide the reader with the confidence to deal with life's social situations. And what about the manners required to have an old-fashioned face-to-face conversation? The Posts all agree it is still an essential skill, one that will always be taught within the pages of *Emily Post's Etiquette*.

-30-

EMILY POST'S ETIQUETTE, 18th Edition
by Peggy Post, Anna Post, Lizzie Post and Daniel Post Senning
Published by William Morrow
Publication date: October 18, 2011
ISBN-10: 0061740233
www.emilypost.com
Available wherever books are sold
For more information or to schedule an interview:
matt@emilypost.com
QR Code design by [Postscript](#)