Boston Image Consultant Doris Klietmann of Optimum Image -is interviewed by Boston Globe - phones

Boston Image Consultant Klietmann gives her views about what phones say about someone's image. Boston Globe, 11/13/2008 -Dial 'S' for shame: Embarrassed by your clunky old cellphone, the one that doesn't do anything but (gasp!) make phone calls?


The article: http://www.boston.com/lifestyle/fashion/articles/2008/11/12/dial_s_for_shame/

....... "You can tell a lot about a person by the kind of phone they carry," says image consultant Doris Klietmann. "If you have someone with a BlackBerry, you can usually assume they're educated and they either earn a good salary or they have an important job that requires them to be in constant communication. You can also assume that someone with a 16-gigabyte iPhone also makes a decent amount of money and is someone who always has to have the newest thing. People who have these phones are conscious of things like fashion designers and like to stay on top of trends."

OPTIMUM International Center for Image Management is the city of Boston’s only full scale Image Consulting Firms owned by Certified Image Consultants Doris Klietmann AICI, MBA and Evangelia Souris, AICI, CIP. They have been helping individuals and organizations develop and enhance a permanent optimal image through expert guidance in the areas of appearance, nonverbal and verbal communication, business, social, international and cultural etiquette and protocol. They are influencers in the field of professional, corporate, and personal and celebrity image, fashion and style.


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