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Choosing the Right Corporate Gift by [Joanna Morley](#)

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There couldn't be a better way to appreciate clients and dealers than presenting them with a gift. Corporate gift business is a multi-billion dollar business and employs thousands of professional gift designers or gift consultants. The best thing about employing their service is that you don't have to worry about anything; they take care of everything and anything, including gift-wrapping and even shipping. Here are a few things to be mindful of before you choose a corporate gifts basket.

¢ A company gift is more than just a nicely wrapped object. Every gift that is sent to the business contact is a reflection of the giver's image. Corporate gifts can go wrong, and when they do, they convey a very bad image about you and your company. For instance, a gift that reaches its destination unwrapped or with the price tag intact is a perfect image spoiler.

¢ Another factor to be considered before gifting is the appropriateness of the gift. For instance, women love to receive perfumes as gifts from another woman. But it's embarrassing to receive such gifts from a man! Before you send out gifts to a person of the other sex, ensure that it is appropriate to send it to him/her. It is too expensive for the recipient to feel uncomfortable, or does it look too cheap? Does the gift reflect the person's tastes and life-style?

¢ Gourmet food gift baskets are best suited for the business world; especially during the festive season when the best laid plans to lose weight lose their significance. Wouldn't you love to get a gift basket that contains gourmet food, wine, imported cheese and chocolates, and exotic fruits? But make sure that the recipient is in town to receive the gift. A simple phone call to the recipient's secretary or assistant should be able to solve this problem.

¢ The best thing about food gifts is that you can design your basket. Just enter a gourmet food shop or visit an online gourmet food gift shop and choose food that's apt for your budget. And if you find it hard to do so, speak to the gift consultant and get her to design the food basket for you. You can also add a promotional item that contains the company's logo or brand name, to this basket. These gifts can also be shared among your office staff.

The next time you choose to buy a corporate gift, make sure you've gone through your options, because as stated earlier, there's nothing worse than a gift gone wrong.

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Joana Morley has helping people find the right a [corporate gifts baskets](#) through her articles. She writes reviews on a [gourmet food gift baskets](#) and other a [corporate gifts](#).

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