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Passport to Success: The Essential Guide to Business Culture and Customs in America's Largest Trading Partners (Hardback)

By Jeanette S Martin, Lillian H Chaney

ABC-CLIO, United States, 2008. Hardback. Book Condition: New. 236 x 155 mm. Language: English . Brand New Book. Like it or not, every business-even one conducted from the kitchen table-is global. No matter the industry, employees now routinely travel to other countries or interact with foreign customers, vendors, or fellow employees. Or they conduct business over the phone, via e-mail, or through video links. As a result, they have to understand international customs and etiquette or risk losing customers or botching business relations. And understanding business customs in other cultures isn't merely playing good defense-it often leads to new products or service enhancements that help an enterprise grow. In Passport to Success, Jeanette Martin and Lillian Chaney apply their expertise in business etiquette, training, and intercultural communications to present a practical guide to conducting business successfully around the world. Each chapter in this book presents in-depth information on the business environment and culture in the top twenty trading partners of the United States: Canada, Mexico, Japan, China, United Kingdom, Germany, South Korea, Netherlands, France, Singapore, Taiwan, Belgium, Australia, Brazil, Hong Kong, Switzerland, Malaysia, Italy, India, and Israel. Chapters contain both practical tips and illustrative examples, and the book concludes...

Reviews

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