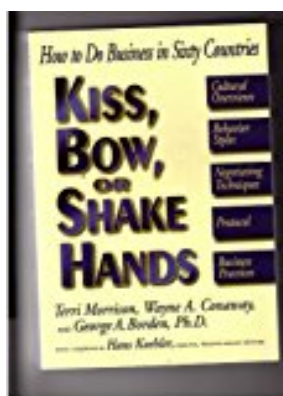


[PDF] Kiss, Bow Or Shake Hands: How To Do Business In Sixty Countries

Terri Morrison, Wayne A. Conaway, George A. Borden, Hans Koehler - pdf download free book



Books Details:

Title: Kiss, Bow or Shake Hands: How

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Description:

In a global economy, it is crucial for business people to be sensitive to cultural differences. And although the best reason for doing so may be ethical, it's great for business as well! This is an invaluable book for "doing well while doing good" in your intercultural relations, covering the

protocols of appointments, business entertaining, greetings, forms of address, gestures, dress, and gifts in 60 of the nations you're most likely to be doing business. Some interesting excerpts:

- *Australia*: The "thumbs-up" sign, which in the U.S. indicates "O.K." is considered rude.
- *Brazil*: The colors of the Brazilian flag are green and yellow, so avoid wearing this combination in any fashion.
- *China*: Avoid making exaggerated gestures or using dramatic facial expressions. The Chinese do not generally use their hands when speaking, and become distracted by a speaker who does.
- *Indonesia*: Since it is impolite to disagree with someone, Indonesians rarely say "no"...a clear way to indicate "no" is to suck in air through the teeth.

The authors are very aware that no generalizations apply to all residents of a nation, and are careful not to stereotype or judge. Highly recommended to any business traveler--or any student of the diversity of human cultures.

(*Note: a great companion volume for this book is Gestures, which is devoted entirely to explaining the varieties of hand gestures in 82 countries!*) --This text refers to an out of print or unavailable edition of this title.

From Library Journal Written by executives who prepare other executives for international travel and one Fulbright scholar in cross-cultural communication, this work is a godsend for rapidly growing international collections. It is affordable, to-the-point, and easily understood book by those who as yet have no stamps on their passports. The introduction discusses cognitive styles, value systems, and negotiation strategies in different cultures, explaining how delicate they make the process of intercultural relations. Sixty countries are examined in terms of background, cultural orientation, business practices (e.g., negotiating, entertaining), and protocol (e.g., gestures, dress). Morrison and cohorts cover some countries not included by more costly "Doing Business In" publications by Business International and Price Waterhouse. The average entry length is five pages--more than Brigham Young University's Culturgrams (Garrett Park Pr., 1993. 2d ed.). Recommended for all business and international studies collections.

Lisa K. Miller, Paradise Valley Community Coll. Lib., Phoenix

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