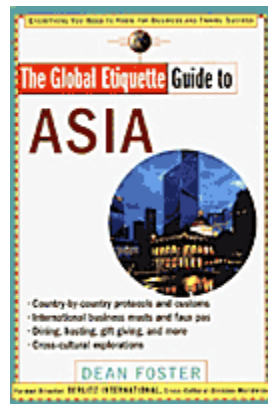


In this age of globalization and promising international opportunities, Asia is the region Westerners are most interested in - and usually know the least about. There is much about Asian cultures that an unprepared business traveler can find baffling or distressing. Business success in an Asian country, as in any other unfamiliar culture, requires three levels of know-how: understanding fundamental values and preferences, learning about factors that critically impact the way business is being conducted, and familiarizing oneself with expected behaviors and etiquette. This book aims to deliver across all of these levels.



Just as customs and preferences vary greatly between Asia and the West, so do they vary among the many and diverse nations of Asia. Author Dean Foster, formerly managing director of Berlitz International's Cross-Cultural Services, includes all of the major (and most of the minor) countries of the Pacific Rim, Central Asia, Eurasia, Southwest Asia, and the Asian Arab world. His approach is to extensively cover a major culture in each sub-region and then briefly discuss "related" cultures, only highlighting major differences. As an example, while China receives thirty pages of in-depth coverage, Hong Kong and Taiwan get a little

more than one each. The range of topics for each major country includes an introductory background briefing, fundamental cultural orientations, greetings and introductions, communication styles, protocol in public, dress, dining and drinking, being a guest or host, gift giving, special holidays and celebrations, and business culture.

The Global Etiquette Guide to Asia is one in a series of four books by the same author (the others are about Europe, Middle East and Africa, and Mexico and Latin America). Sadly, each of them suffers from similar shortcomings: the information provided is frequently too simplistic. Occasionally, it is dangerously incomplete or plain wrong. For example, the critical need to use proper titles in China ("Director Wang", even if the person is only a deputy director) finds no mention at all. Those experienced in doing business in Japan will be astonished to learn that "price is often secondary". Also, the value of the book suffers a lot from Foster's tendency to use pre-fabricated text blocks: lengthy passages are identical to the letter between such diverse countries as Japan and Pakistan, meaning that many important nuances are lost.

The *Global Etiquette* series is therefore a mixed blessing: there are countless helpful hints and valuable insights, some of which cannot be found anywhere else. And yet, exclusively relying on these books when preparing an international business trip cannot be recommended with a good conscience. That is too bad.

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