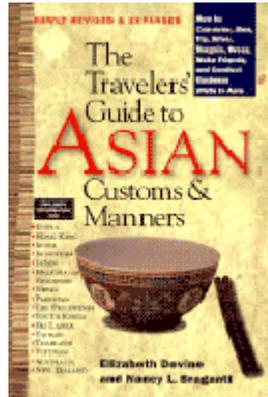


When should I leave a banquet in China where I am the guest of honor? What is the right way to greet a business partner in India? How much should I tip a porter in Indonesia? If someone starts laughing during a business meeting in Japan, should I laugh with him? What should I wear at a formal evening event in the Philippines? Should I bring a gift for my business meeting with a new partner in South Korea? Who is supposed to pay if my local hosts take me out to a fancy restaurant in Thailand?

If you ever struggled to find answers to these and similar questions, this book is for you. Covering fifteen Asian countries, from China to Vietnam, as well as Australia and New Zealand, *The Traveler's Guide to Asian Customs and Manners* is a useful guide for tourists and business travelers alike. It addresses topics such as greetings, conversation rules and topics, telephone calls, dress codes, meals, tipping, holidays, transportation, legal matters, safety, and health. In addition, the book includes key phrases that help when trying to communicate with people who do not speak English fluently.



There are many lists of dos and don'ts for the reader to follow, making for interesting reading on different cultures even if one does not intend to travel to Asia in the near future. Although each of the countries might warrant a whole book by itself, this one covers the most important items in a well-organized manner.

Negotiating the changing traditions of Asian culture can be a delicate balancing act. The authors' concise and accurate tips help travelers master this challenge. *The Traveler's Guide to Asian Customs and Manners* lives up to what its title promises: addressing everything the visitor must know about etiquette and proper behaviors in the region, it does not attempt to be a complete guide of fundamental values and rules for each of the cultures and societies it covers.

Elizabeth Devine and Nancy Braganti originally wrote this book in 1986. They revised much of it in 1998, reflecting the considerable cultural changes brought about by Asia's continued integration into the global economy. The fact that it still sells well today testifies both to the relevance of its subject and the usefulness of its contents.

Leadership Crossroads™ 10865-B Hazelhurst Dr. #11793, Houston, TX 77043
469-522-3389

info@leadershipcrossroads.com www.leadershipcrossroads.com

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Lothar Katz is the founder of Leadership Crossroads. He has a wealth of experience in achieving productive cooperation across cultures and driving business success on a global scale.

A seasoned former executive of a Fortune 500 company, he regularly interacted with employees, customers, outsourcing partners, and third parties in more than 25 countries around the world. These included many parts of Asia, e.g., China, India, and Japan. Originally from Germany, he has lived and worked both in the United States and in Europe.

