

International Business Etiquette: Asia & The Pacific Rim

Ann Marie Sabath

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With the rapid expansion of global business travel, the need for information on international business etiquette is growing among an increasing number of corporate executives traveling abroad. No executive wants to risk losing a multi-million dollar contract because his bad manners insulted his foreign host. What is acceptable in one country is not necessarily the case in all, and that's the main point of this book.

This book, by renowned expert and author of *Business Etiquette* Ann Marie Sabath, is a handy guide for travel tips and etiquette for 13 Asian and Pacific Rim countries geared toward the business traveler. It contains all of the basic requirements for a book on business etiquette, including attire, business cards, conversation and gestures, dining and meetings. It also covers such topics as air travel, time zone differences, and country codes for international calls, information especially useful for business travelers but not always found in books on international business. The book is organized by country. Each chapter contains a country profile including an overview of the country's pertinent statistics and individual topics of etiquette, presented in a common format that is easy to follow.

International Business Etiquette delivers what it promises regarding business etiquette and is a fine reference on handling cultural differences to avoid embarrassment and save face for the busy executive.

CINDY PATUSZYNSKI (January / February 1999)

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