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# **Chinese Business Etiquette A Guide To Protocol Manners And Culture In The Peoples R Lic Of China**

The Chinese: understanding a people and their culture through key words and language. The Chinese Mind pinpoints areas of China's traditional values and behaviors that play a significant role in the business and social relationships of the Chinese. It also identifies key areas of Chinese culture that have changed as a result of the adoption of a market-based economy and other elements of Western culture. It includes discussion

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topics and questions, along with an extensive selection of Chinese "code words" that explain the essence and role of key elements of the traditional culture that have survived into modern times. Covering everything from the importance of Confucius, the great Chinese philosopher, to the influence of foreign fast food and video games, this book provides a wide-ranging glimpse into the seemingly opaque Chinese mind. The Chinese Mind is an excellent overview of Chinese tradition, history, and culture that is perfect for the classroom, tourists or outsiders living or doing business in China. Some of the vital concepts explored here include: Yin and Yang, the search for balance in all things Mianji, the importance of face Hong,

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looking at things holistically De, the power of virtue Guo cui, the national essence of the Chinese Zhong fu, the pursuit of insight Bi, unity the Chinese way

“An ideal, pocket-sized, 264 page compendium packed from cover to cover with practical advice, insightful commentary, and invaluable tips on places to go, things to see, what to do, and what to avoid. . . . China Survival Guide should be considered an essential 'take-along' for anyone visiting China for business or pleasure.” — Midwest Book Review, May 2014 "Like [having] a professional guide walking alongside you answering your many questions. . . . A must for your next China visit!" —Travel Answer Man Online

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Compact, affordable, reliable, a delight to read—these qualities are what has made *China Survival Guide* so popular with first-time and seasoned China travelers. This third edition has a brand new section on train travel, plus updates and fresh recommendations. Includes practical strategies for lodging, walking, haggling, medical and bathroom emergencies, etiquette, crowds, and learning the twin arts of patience and persistence. Frequent China visitors Larry Herzberg and Qin Herzberg are professors of Chinese language and culture at Calvin College in Michigan.

"One hour with this book will make you an expert on business in China." - Dick Gephardt, Majority-Minority Leader, U.S. House of Representatives,

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1989-2002 "Without question, the best 60 minutes you will spend on China." - Jonathan Anderson, Emerging Markets Advisors This is the China book for everyone - whether an expert or novice. It can be read in an hour and gives you most of what you need to know about China business today - and its increasing impact on the rest of the world. This "speed-read" book is the distilled knowledge of two Peking University business professors with over 30 years of experience on the ground in China and the emerging markets. According to authors Jeffrey Towson and Jonathan Woetzel, "if we had the undivided attention of someone from Ohio, Brighton or Lima for just one hour, this little book is what we would say." Author Jonathan Woetzel

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is a senior partner of McKinsey & Company. He opened McKinsey's Shanghai location in 1995 and has been resident since then. He currently the global leader of its Cities Special Initiative and the Asia-based Director of the McKinsey Global Institute. He has led many of the Firm's most significant projects in China including the first major international listing of a Chinese company and the development of the economic plans for the cities of Shanghai, Wuhan, Shenzhen, Xian and Harbin among others. He co-chairs the Urban China Initiative along with Tsinghua University and Columbia University to catalyze the next stage of China's urbanization. Author Jeffrey Towson is a private equity investor, professor and best-selling author. His

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area of expertise is developing economy investing and cross-border strategies - primarily US-China deals in healthcare and consumer products. He was previously Head of Direct Investments for Middle East North Africa and Asia Pacific for Prince Alwaleed, nicknamed by Time magazine the "Arabian Warren Buffett" and arguably the world's first private global investor.

Chen (management, Chinese University of Hong Kong and Imperial College of Science, Technology, and Medicine--England) offers Western managers advice on navigating the Chinese business world. He explains the cultural and social principles underlying Chinese business organizations and their dynamics,

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illustrating his analyses with examples drawn from Asian and North American businesses. Communication patterns, networking, negotiation, competition, and the structure of China's transition economy are all discussed. Annotation copyrighted by Book News Inc., Portland, OR

Your Multicultural Guide to Building Trust, Inspiring Respect, and Creating Long-Lasting Business Relationships

Introduction to Chinese Culture

The Essentials of Business Etiquette:

How to Greet, Eat, and Tweet Your

Way to Success

Etiquette Guide to Japan

Doing Business in China

Selling to China

Understanding Traditional Chinese

Beliefs and Their Influence on



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The Definitive Guide to Professional Behavior  
Whether you're eating lunch with a client, Skyping with your boss, or meeting a business partner for the first time--it's all about how you present yourself. The Essentials of Business Etiquette gives you 101 critical tips for improving behavior in any business situation--all delivered in a quick, no-nonsense format. "If you are looking for practical guidelines on how to conduct yourself in a

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business situation, what behaviors you need to use to get ahead, and how to be sure that you do not offend others, read this book!" -- MADELINE BELL, President and COO, The Children's Hospital of Philadelphia "Pachter has once again done an excellent job at highlighting some key tools to succeed in leadership and how to conduct yourself in the workplace." -- JOSEPH A. BARONE, PharmD, FCCP, Acting Dean and Professor II, Rutgers University, Ernest Mario School of

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other essentials.

Recommended. All business  
collections and readership  
levels." -- CHOICE

Navigate China's business  
culture and etiquette The  
fun and easy way to grow  
your business in China

This authoritative,  
friendly guide covers all  
the basics, from the nuts  
and bolts of Chinese  
business and bureaucracy  
to negotiating with your  
Chinese partners. You'll  
also get the know-how you  
need to manage day to day,  
from travel tips and  
advice on converting money  
to getting past language

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barriers. Discover how to:

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- \* Develop a strong business plan
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Explanations in plain English \* "Get in, get out" information \* Icons and other navigational aids \* Tear-out cheat sheet \* Top ten lists \* A dash of humor and fun

We live in a time of multiple changes and dramatic upheavals. The world is at a historical turning point. The Western

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economic sector is facing unprecedented challenges. At the dawn of its growing influence, understanding China accurately is urgent. Mastering the Chinese business culture should be a priority. Assimilating Chinese business strategy, as taught in The Art of War and played in Wéi qí, is paramount. For Western companies, applying this knowledge in their relations with their Chinese partners is critical to achieving long-term business success with China. This practical

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guide reveals so many Chinese realities that are often unknown or ignored. It invites its readers to perceive China from a cultural point of view. The main topics covered are: China today, cross-cultural management in business implementation, Chinese business etiquette, and the impact of Confucianism. It provides information, analysis and recommendations in the hope that it will contribute to a better understanding between the West and the East, the

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West and China.  
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Don't just see the sights?get to know the people. For thousands of years, the Chinese believed that they had created a perfect social system, based on Confucian values and tempered by the Mandate of Heaven.

Dynasties came and went, but the essence of being Chinese remained essentially unchanged until the twentieth century. Since then, change has taken place in Chinese society at unprecedented speed, as



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the country first experienced the turmoil of civil war and revolution before emerging on to the world stage as a global superpower. This thoroughly updated edition of Culture Smart! China puts these changes into historical context, explains deep-seated cultural attitudes, and guides you through the maze of unfamiliar social situations, in order to help you discover for yourself the pragmatism, genius, warmth, and humanity of this extraordinary country and

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its people. Have a more meaningful and successful time abroad through a better understanding of the local culture.

Chapters on values, attitudes, customs, and daily life will help you make the most of your visit, while tips on etiquette and communication will help you navigate unfamiliar situations and avoid faux pas.

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

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An Overview of Chinese  
Culture, Travel &  
Etiquette (Fully Revised  
and Expanded)

The Chinese Have a Word  
for It

How to Avoid Travel  
Troubles and Mortifying  
Mishaps, 3rd Edition

Dealing with the Chinese  
A Survival Guide to  
Customs and Etiquette

**Create meaningful  
relationships that translate  
to better business Access to  
Asia presents a deeply  
insightful framework for  
today's global business  
leaders and managers,  
whether traveling from**

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Toronto to Taipei, Baltimore to Bangalore, or San Francisco to Shanghai.

Drawing from her extensive experience and global connections, author Sharon Schweitzer suggests that irrespective of their industry, everyone is essentially in the relationship business.

Within Asia, building trust and inspiring respect are vital steps in developing business relationships that transcend basic contractual obligations. Readers will find in-the-trenches advice and stories from 80 regional experts in 10 countries, including China, Hong Kong, India, Japan, and Korea.

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Discover the unique eight-question framework that provides rich interview material and insight from respected cultural experts Track cultural progress over time and highlight areas in need of improvement with the Self-Awareness Profile Learn the little-known facts, reports, and resources that help establish and strengthen Asian business relationships Effective cross-cultural communication is mandatory for today's successful global business leaders. For companies and individuals looking to engage more successfully with their counterparts in Asia, Access to Asia

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showcases the critical people skills that drive global business success. The conventional wisdom that only large corporations can do business in China is a thing of the past. Small- and medium-sized businesses today enjoy the same opportunities in China once granted only to large, multinational conglomerates. In *Selling to China*, author Stanley Chao helps all businesses learn effective ways to deal with Chinese businesspeople and private and state-owned companies; analyze whether certain products or services are viable for the Chinese market; understand the

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psyche of the Mao Generation Chinese who are now Chinas business owners, executives, and government leaders; and develop low-cost, market-entry strategies Filled with clear, tangible steps and applicable personal anecdotes, *Selling to China* bridges the gap between Western and Chinese cultures, languages, and histories to help businesses enter the Chinese marketplace.

This book explores the development of the Chinese animation film industry from the beginning of China's reform process up to the present. It discusses above all the relationship between

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the communist state's policies to stimulate "creative industries", concepts of creativity and aesthetics, and the creation and maintenance , through changing circumstances, of a national style by Chinese animators. The book also examines the relationship between Chinese animation, changing technologies including the rise first of television and then of digital media, and youth culture, demonstrating the importance of Chinese animation in Chinese youth culture in the digital age. Finally, here is a guide that covers all of the dos and don'ts of business



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etiquette in Asia. Asian  
Business Customs & Manners  
is organized country-by-  
country, this comprehensive  
guide contains information  
on every situation you'll  
encounter, including  
business practices and  
attitudes, meetings,  
negotiations, meals,  
punctuality, language,  
gestures, tipping, manners,  
gifts, and everything in  
between. It contains all the  
information you need to  
present yourself well and  
get the job done – whatever  
it might be. This book won  
the Independent Book  
Publisher's Association  
Benjamin Franklin Award for  
Business in 2008. This is a

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guide that covers all the dos and don'ts of business etiquette in Asia. Organized country by country, this comprehensive guide contains information on every situation you'll encounter, including business practices and attitudes, meetings, negotiations, meals, punctuality, language, gestures, tipping, manners, gifts, and everything in between. It contains all the information you need to present yourself well and get the job done ... whatever it might be. This book provides guidance about how to successfully negotiate your way through Asian business situations

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**generally, as well as  
specific information about  
doing business in:**

**Bangladesh, China, Hong  
Kong, India, Indonesia,  
Japan, Malaysia, Pakistan,  
Philippines, Singapore,  
South Korea, Taiwan,  
Thailand, Vietnam,  
Australia, and New Zealand.**

**This book won the  
Independent Book Publisher's  
Association Benjamin  
Franklin Award for Business  
in 2008.**

**Inside Chinese Business  
I Stand Corrected  
Doing Business in China For  
Dummies  
The One Hour China Book  
Japanese Business Culture  
and Practices**

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**MASTER CHINESE BUSINESS  
CULTURE**

**Chinese Business Etiquette**

*Bulding Effective Busness*

*Relationship with Osraelis.*

*"It has worked before; it will work  
in China. Many entrepreneurs  
make this assumption that could  
not be further from the truth." ---*

*Understanding Chinese business  
culture is one of the keys for  
success in the Chinese market.*

*The book combines an  
intellectual analysis of Chinese  
Culture with a practical  
perspective on how it affects  
business and work relationships.*

*Whether you are planning to  
operate in the Chinese market or*

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*you have to deal with Chinese companies in your home country, this book will provide you with a framework that will help you to prepare a culturally intelligent strategy. Many companies around the world are increasingly dealing with Chinese counterparts, and having a good knowledge of Chinese cultural codes is essential to avoid issues and pitfalls that can often derail a business.*

*Farewell to faux pas! Minding your manners is an acquired skill, but what serves you well elsewhere could trip you up in Japan. Save yourself possible embarrassment with Etiquette*

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*Guide to Japan. An inside look at Japanese social graces, it answers all the questions of the thoughtful traveler. Extensive, specific information on Japanese business etiquette assists readers traveling to Japan for business. Although often overshadowed by a modern facade, long-standing traditional aspects of Japan's culture still influence the country and almost everyone in it. Concrete evidence of this traditional culture can be seen everywhere—in the ancient arts and crafts that are still important parts of everyday life, in the many shrines and temples that*

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*dot the nation, and in the modern comeback of traditional fashions such as kimono and yakata robes. To many Western visitors, however, the most obvious example of this traditional culture's strength is the unique etiquette of the Japanese. Like many nations, Japan has experienced vast political, social, and economic change over the past century. But enough of Japan's traditional etiquette remains to set the Japanese apart socially and psychologically, and to make success in socializing and doing business with them a special challenge for Westerners. About*

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*this new version: This updated and expanded edition of the best-selling Japanese etiquette guide addresses not just the puzzling protocols relating to name cards, bowing or shaking hands, bathrooms and public baths—but also what to do when entertaining Japanese dinner guests, attending a Japanese tea ceremony, taking the subway, and much more! It also provides the latest etiquette in mobile phone manners, texting, social media and other forms of digital communication. The glossary at the back of the book has been revised to include the latest technology-related words and*



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*expressions used by Japanese today. Two new chapters address the changing role of foreigners in the workplace and the contemporary business style and etiquette used by the younger generation of Japanese who are now increasingly cosmopolitan—but still very Japanese!*

*The authors and illustrator balance history, personal anecdotes and humor to guide the reader through all the do's, don'ts and everything in-between. A must-have reference for anyone interested in Chinese culture, travel and business.*

*An Illustrated Overview of*

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*Culture and Etiquette in China  
Know the Rules that Make the  
Difference!*

*A Field Guide to Using Chinese  
in the Community*

*How Teaching Western Manners  
in China Became Its Own  
Unforgettable Lesson*

*Asian Business Customs &  
Manners*

*A Country-by-Country Guide  
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Chinese Award. Action! China  
is a practical guide for

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intermediate to advanced students of Chinese wanting to maximize their study abroad experience and enhance their language skills. This handy guide contains over 90 Field Performance tasks which prompt real-life interactions with native speakers. By carrying out these real-life tasks students refine and solidify existing communication skills and gain a fuller understanding of and participation in the target culture. The guide also provides over 60 Performance Watch tasks which help students understand how

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native speakers accomplish communicative goals through guided observation and analysis of naturally occurring interactions. Action! China helps students understand and participate socially in Chinese, guiding them through skill-getting and skill-using processes and enabling them to form meaningful connections with Chinese people in the community. 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

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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

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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

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contain both practical tips and illustrative examples, and the book concludes with a listing of resources (books, magazines, organizations, and Web sites) for additional information. In addition, Passport to Success contains useful overview material that will help business people plan a trip abroad or a campaign to win customers in another country. Besides trade statistics and information on global trade agreements, readers will find information on using the Internet productively to conduct or seek business, how women

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can succeed in countries with traditional, male-oriented business cultures, how to build cross-cultural relationships, and ways language can enhance—or obstruct—business dealings. Every businessperson is now a player in the global market for goods and services. This book provides valuable tips that will help people avoid missteps and increase their sales and personal success when dealing with counterparts in other countries.

It's All Chinese to Me is a fun and authentic introduction to



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Chinese culture that allows readers, tourists, and business travelers to experience what ultimately makes China so unique—its people. Learn about Chinese customs, proper etiquette for all types of situations, and how to interact effectively while traveling China.

Firsthand tips and illustrations offer an authentic view of China and the many cultural differences that foreigners encounter there. This new edition of *It's All Chinese to Me* is revised and expanded with 25 percent new content, offering international visitors a

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set of essential insights to help demystify this highly complex and compelling culture. Readers will learn about: Major influences and historical events that guide behavior in modern China  
Fundamental concepts crucial to interacting with Chinese people  
Social idiosyncrasies that may surprise most Westerners  
Dealing with culture shock in China  
Peculiarities of Chinese business culture  
This essential guide to Chinese etiquette will make embarrassing social blunders a thing of the past! Whether

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you're traveling to China for business or pleasure, whether your stay will be long or short, your visit will be more pleasurable and effective if you understand your host culture and how to work within it. This updated and expanded edition of the best-selling Chinese etiquette guide on the market addresses not just the puzzling protocols relating to name cards, bowing or shaking hands, bathrooms and public baths—but also what to do when entertaining Chinese dinner guests, attending a Chinese tea ceremony, taking the subway,

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Chinese! Etiquette Guide to  
China includes everything you  
need to know to be a  
successful, courteous  
traveler: Hand gestures and  
body language How to  
address the Chinese Dining  
and restaurant manners Gift  
giving and celebration in  
China Entering into and  
understanding business  
relationships How to behave in  
professional situations  
Dealing with China's political  
culture The Chinese way of  
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108 Tips on Business, Travel  
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Business Dealings in China  
The Essential Guide to  
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Customs in America's Largest  
Trading Partners  
The Practical Pocket Guide,  
Revised and Updated  
A Guide to Doing Business in  
China for Small- and Medium-  
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*Promoting cultural understanding in a  
globalized world, this text is a key tool  
for students interested in  
understanding the fundamentals of  
Chinese culture. Written by a team of  
experts in their fields, it offers a  
comprehensive and detailed*

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*introduction to Chinese culture and addresses the fundamentals of Chinese cultural and social development. It notably considers Chinese traditional culture, medicine, arts and crafts, folk customs, rituals and etiquette, and is a key read for scholars and students in Chinese Culture, History and Language. A practical and accessible guide to an ancient but rapidly changing culture—now revised and updated Perfect for business, pleasure, or armchair travelers, China A to Z explains the customs, culture, and etiquette essential for any trip or for anyone wanting to understand this complex country. In one hundred brief, reader-friendly essays*

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*alphabetized by subject, this fully revised and updated edition provides a crash course in the etiquette and politics of contemporary China as well as the nation's geography and venerable history. In it, readers will discover:*

- How the recently selected President and his advisors approach global relations*
- Why China is considered the fastest growing market for fashion and luxury goods*
- What you should bring when visiting a Chinese household*
- What's hot in Chinese art*
- How recent scandals impact Chinese society*

*From architecture and body language to Confucianism and feng shui, China A to Z offers accessible and authoritative information about*



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*East-West business is booming as thousands of people flock to China. The author, with 25 years of experience dealing with the Chinese, provides up-to-date advice on how to succeed, avoid gaffes, interpret behaviour and make positive impressions.*

*"No one doing business with the Chinese should be without [it]."—Midwest Book Review This insider's pocket reference covers common business and social protocols for traveling and doing business in China, Taiwan, and Hong Kong. It is also ideal for anyone hosting Chinese business visitors. This new edition has been updated with current trends,*

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*Internet and phone tips, interviews, and fresh ideas for understanding the profound behavioral and social changes produced by Chinese modernization. Stefan H. Verstappen lives in Toronto. He is author of The Thirty Six Strategies of Ancient China and has worked as a corporate trainer and publicist in Hong Kong, Taipei, and Beijing.*

*A Guide for Managers Worldwide  
China A to Z*

*Chinese Way in Business*

*A Tactical Guide for Managers*

*Cross-Cultural Strategies for*

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*Expanded 2nd Edition of the Amazon*

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*Relationships with Israelis*

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*Inside the Chinese Business Mind*  
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**A compact reference for anyone working in China or with the Chinese. Avoid mistakes and do things right and polite!**

**Half a million English-speaking business people and tourists visit China every year and encounter the unwritten rules of protocol which guide Chinese behaviour.**

**The complete guide to Chinese thought and culture.**

**International Business Etiquette: Asia and the Pacific Rim is the ideal guide for establishing and maintaining relationships in Asia, and it is as well-suited to the first-time traveler as to the seasoned veteran. For quick**

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**reference, chapters are devoted to each of the countries covered and offer countless suggestions and sage advice that can help you get ahead make the deal and build relationships that matter. Topics include: Proper greetings and introductions. Business card etiquette. Body language. Questions to ask-and topics to avoid. Meeting Manners. The art of business entertaining and mealtime etiquette. Special concerns for women doing business in Asia. When tipping is appropriate and when it is not. Cultural History, Arts, Festivals and Rituals Everything You Need to Know to Understand Chinese Customs**

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Know the rules that make the  
difference!*

*A China Business Primer  
China - Culture Smart!*

**From Toronto to  
Thailand--a  
comprehensive guide to  
mastering the customs  
and nuances of cross-  
cultural business  
communication.**

**A fascinating fusion of  
memoir, manners, and  
cultural history from a  
successful**

**businesswoman well versed in the unique challenges of working in contemporary China. During the course of a career that has, quite literally, moved her around the world, no country has fascinated Eden Collinsworth more than China, where she has borne witness to its profound transformation. After numerous experiences there that might best be called "unusual" by Western standards, she concluded that despite China's**

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**growing status as a world economy, businessmen in mainland China were fundamentally uncomfortable in the company of their Western counterparts. This realization spawned an idea to work collaboratively with a major Chinese publisher on a Western etiquette guide, which went on to become a bestseller and prompted a branch of China's Ministry of Education to suggest that she create a curriculum for the school system. In I**

**Stand Corrected,**  
**Collinsworth tells the**  
**entertaining and**  
**insightful story of the**  
**year she spent living**  
**among the Chinese while**  
**writing a book featuring**  
**advice on such topics as**  
**the non-negotiable issue**  
**of personal hygiene, the**  
**rules of the handshake,**  
**and making sense of**  
**foreigners. Scrutinizing**  
**the kind of etiquette that**  
**has guided her own**  
**business career, one**  
**which has unfolded in**  
**predominately male**  
**company, Collinsworth**



**creates a counterpart that explains Chinese practices and reveals much about our own Western culture. At the same time, I Stand Corrected is a wry but self-effacing reflection on the peripatetic career she led while single-handedly raising her son, and here she details the often madcap attempts to strike a balance that was right for them both. An insightful look at how Chinese business people think and live, offering executives and**

**entrepreneurs a better way to understand a country in which business opportunities are still growing. \* Original research involving over 200 Chinese and American business people, based on a survey that applies fundamental theories in psychology and business to international business \* Supplies figures and drawings to illustrate trends and key points \* Includes a multicultural bibliography of significant materials from**

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**the fields of history,  
business, and psychology**

**\* A helpful index offers  
access to the entries by  
key words**

**This book is a  
comprehensive, expert  
guide to doing business  
in China Western  
technology, management  
expertise and capital  
have fueled an incredible  
expansion of China's  
economy. Trade with  
China is at an all time  
high and so are the  
numbers of Westerners  
travelling to China for  
business. Business from**

**China has also picked up as Chinese firms look to expand abroad.**

**Understanding the ins and outs of the confusing and often contradictory Chinese business culture can lend an enormous advantage. The Chinese Way in Business is an invaluable tool that teaches Westerners the basic Chinese philosophy of doing business and how to cultivate strong personal relationships with Chinese business people and Chinese nationals. The author,**

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**Boye Lafayette De Mente** worked in Asia for over thirty years as a journalist and business consultant and has long been considered an authority on East Asian business. In this book, he reveals the historical factors, collective traits and individual qualities that determine how the Chinese do business today, and the direction their economy will take in the future. His is a true insider's view—whether the topic is the legal framework for business

**development, or the importance of social relationships to successful business dealings in China. The book is broken into ten key parts: Introduction: The Land and the People—includes a overview of Chinese ethnicity and the languages of China Part One: Return of the Central Kingdom—an extensive overview of recent events and new technologies in China Part Two: The Historical Perspective—Chinese**

**philosophy and the Chinese mindset from antiquity to modern times Part Three: Doing Business in China—A detailed analysis of the nuts and bolts of Chinese Business Part Four: Key Concepts in Chinese Business—Concepts native to China such as Guanxi (relationships) that drive Chinese business practice Part Five: Additional Business Vocabulary Part Six: Glossary of Useful Terms—designed for quick referencing Part**

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**Seven: Internet Gateways  
to China—An overview of  
the dynamic online world  
in China Part Eight:  
Miscellaneous  
Information—contains  
information about English  
Language Publications  
and Weather Patterns  
Part Nine: Learning Some  
New Skills—Classical  
Chinese techniques which  
might benefit Western  
business people  
Hong Kong - Culture  
Smart!  
A Guide to Protocol,  
Manners, and Culture in  
the People's Republic of**



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**China**  
**Etiquette Guide to China**  
**Two Peking University**  
**Professors Explain All of**  
**China Business in Six**  
**Short Stories**  
**Action! China**  
**CultureShock! China**  
**A Practical Guide to**  
**Business Etiquette**

Embrace the culture and get the most out of your time in China. Going to China for the first time can be an intimidating experience, even for those who have studied the language. In fact, traveling to China for the second, third, or fourth time can also be a challenging

experience, especially if you intend to be fully immersed in daily life, get off the beaten path, and experience the "real" China. This China etiquette and culture guide is about how to get things done in China.

Decoding China gives you down-to-earth information on how to deal with everyday situations—like eating at a restaurant or shopping at an outdoor market—that present unique and unexpected challenges for foreign visitors. Why being polite when you board a bus is a big mistake Finding a toilet (and what to bring along!) How to bargain

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for anything in a Chinese market Which train ticket to buy—hard seat? Soft seat? How the Chinese view privacy, and why it may make you seem suspicious Working in a Chinese office, and the politics of lunch As the Academic Director at the Chinese Flagship Center of Brigham Young University, Dr. Matthew B. Christensen has seen countless foreigners arrive in China...and fail to accomplish simple tasks like ordering food, boarding a bus, or making friends with a Chinese colleague. Why? Because they didn't understand China's basic

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cultural codes. This travel book will help you crack these codes. And with it, you'll soon be able to navigate your way in any situation.

"Strike hard, retreat, seize a position, reject compromise, and strike again." These are common negotiating tactics in a country with a long history of strategic philosophy. Drawing from the lessons of China's ancient military classic, Sun Tzu's *The Art of War*, Laurence J. Brahm applies these strategies to the foibles and successes of foreign and Chinese negotiators in China struggling to bridge cultural

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gaps in the process of closing deals. This revealing and humorous book offers a collection of real-life "war stories" and untold truths about hard knocks at the negotiating table. It is essential reading for business executives planning their business strategies for entering the Chinese market, and for mastering the art of negotiating.

Chinese Business Etiquette  
A Guide to Protocol, Manners,  
and Culture in the People's  
Republic of China  
Grand Central  
Publishing

The COVID-19 pandemic underscored longstanding

fissures in China's business relationships with the West. If the West is going to develop a relationship of mutual trust and improve business relations with China in the coming decades, it is imperative to understand how to engage with Chinese thinking on ethics in business—this book explains how. Government officials, businesspeople, and business-ethicists have trouble communicating about issues in ethics, policy, and business across the China-West divide. This book shows how to overcome the us-versus-them mindset plaguing China-West

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relations by presenting to Western audiences an easy-to-understand yet deeply informed primer on core ideas and perspectives in Chinese cultural and philosophical thought. The book considers original texts of Chinese philosophy and religion, and applies principles from those writings to three business-ethics topics of enduring interest to business executives, government officials, and academics, namely, the protection of intellectual property, assurance of product safety and quality in the pharmaceutical supply chain, and human rights. This

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book is a must-read for those who want to forge constructive relationships with their Chinese counterparts based on mutual trust and understanding. The book is specifically relevant to business executives, but it should also be of interest to policymakers, educators, and students who seek to communicate more effectively with their Chinese counterparts, in particular about difficult and contentious business, policy, and ethical issues.

Israeli Business Culture  
A Guide to International  
Communication and Customs



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Access to Asia

It's All Chinese to Me

Chinese Animation, Creative  
Industries, and Digital Culture  
Chinese Mind

A Handbook for Traveling,  
Studying, and Working in  
Today's China

*Visitors marvel at Hong  
Kong's breathtaking  
location, its amazing  
architecture, its exciting  
shopping, and its fine  
dining. And yet it is a land  
of opposites—of order  
juxtaposed with chaos, of  
ancient etiquette and  
seemingly abrupt manners, a  
place where rich and poor  
live in close proximity.*

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Culturally, Hong Kong is rooted in the traditions of China, but there is more than a patina of Westernization. And despite stiff competition, it remains the principal international financial center in China. Hong Kong has more holidays than anywhere in the world, and most are celebrated in the streets or parks. Culture Smart! Hong Kong introduces the reader to this vibrant, multifaceted society. It provides helpful advice and cultural insights on business practice and social etiquette. This fully illustrated overview of Chinese culture

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*creates graphic impressions that allow the reader to get a real feel for what it's like to be in the "Middle Kingdom".*

*Japanese Business Culture and Practices presents detailed insights and descriptions on the proper ways to conduct business with contemporary Japanese. It focuses on the traditional and nontraditional business-related practices, including the internal mechanisms of promotion and decision-making in Japanese corporations. From advice on how to avoid cultural misunderstandings and how to develop trust with Japanese*

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colleagues, readers will gain insights on how to communicate, negotiate, entertain, and socialize with Japanese as well as the minutiae of correct behavior. Using linguistic examples to facilitate how Japanese themselves view their work environment, authors Isao Takei and Jon P. Alston describe the social etiquette and protocols Japanese expect all foreigners to adopt in order to successfully conduct business. With a glossary of terms and practical real-life experiences, this is an essential guide for anyone who wants to forge deeper

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*business relationships with  
Japanese.*

*The Sun Tzu Way*

*Ethics, Culture, and  
Relationships*

*The Complete Guide to  
Chinese Thought and Culture*

*It's All Chinese To Me*

*A Guide to Twenty-First  
Century Japanese Business  
Protocols*

*Asia & The Pacific Rim*