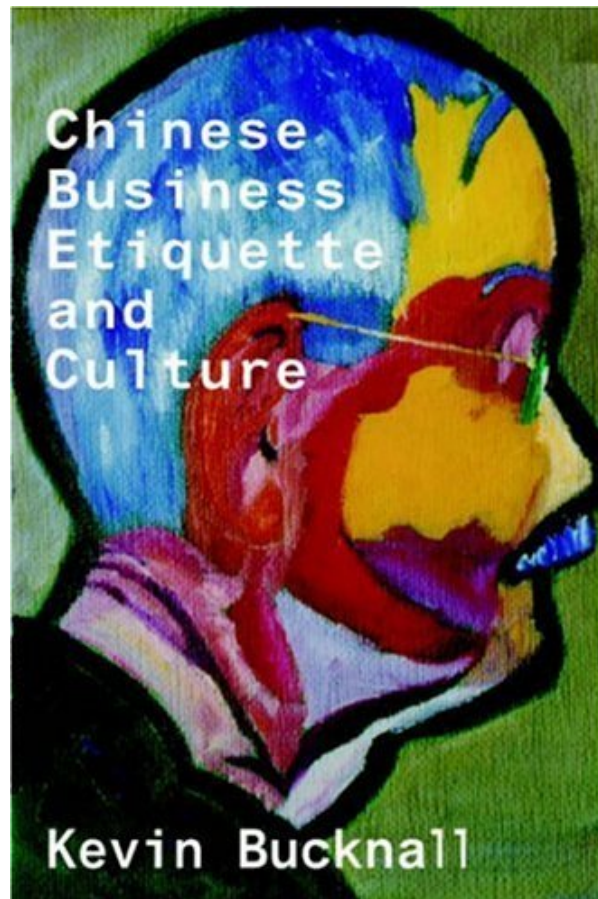
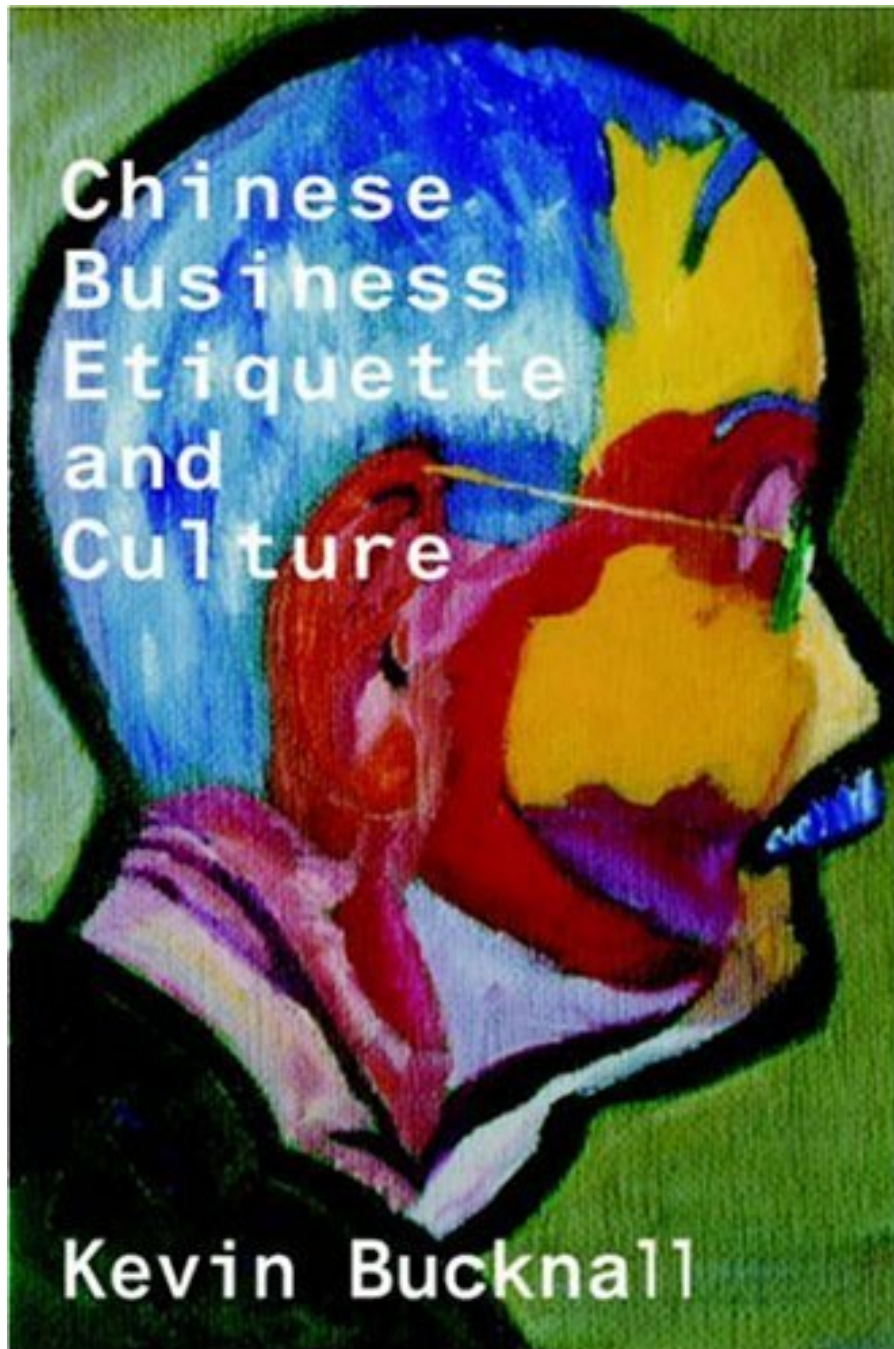


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In this book, you will be introduced to the basics of Chinese culture. You will discover how to initiate contact, what to expect in meetings, and how to behave there. You will learn the way the Chinese approach negotiations, discover how you can respond to them, and learn how to negotiate a successful conclusion. You will also find out how to socialize for success, how to cope with specific problems of living and working in China, and the best way to treat Chinese visitors to your organization. You are given practical advice throughout on business etiquette, and on how to fit into Chinese cultural expectations in order to achieve your goals. An appendix briefly explains Chinese history, and then considers recent economic, political, and social changes.

If you fit any one of the following descriptions, this book will provide valuable help to you in your chosen field:

- I am a business person and I am thinking of moving into the China market to buy or sell, or I already buy or sell in China, or I am contemplating investing in China.
- I work for the government and I would like to know more about China, its business practices, and how to deal with the Chinese I meet.
- I am a university professor and I teach a course about doing business in China, or the Chinese economy and society, or cross cultural management problems, or law and international negotiating practices.
- I am a student and I am studying China, or taking courses about cross cultural management, or doing business in China, or international business studies, or negotiating abroad.

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Informative book, but very repetitive

By Anon-y-moose

Potential buyers should keep in mind that this is a book about Chinese business etiquette. It is a specific topic, not a general treatise on Chinese culture.

Buknall is thorough, but repetitive. He beats to death the concepts of hierarchy and waiting for approval from various people/governmental agencies.

He references the late 90's in the book and mentions more than once that certain historical customs are beginning to give way to more modern practices. That was six years ago. Thus, the book is in need of an update.

One other thing I've noticed is the high number of misspelled and missing words. The editor did a very poor job.

Overall, an informative book, but one that could be better.

0 of 0 people found the following review helpful.

helpful insights

By Shana Rabinow

Thorough and broad this book covers most of what a new to China business person will encounter but it is quite dated.

0 of 0 people found the following review helpful.

Concise

By Mopo1963

Common sense is not that common and this is one of those little gems. It doesn't play on details and if detail is what you require perhaps you can bypass this. What it does give you is a snapshot of how the Chinese are different to us and how best to behave around them. That in itself is so important if it is your intention to do business there in the future.

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