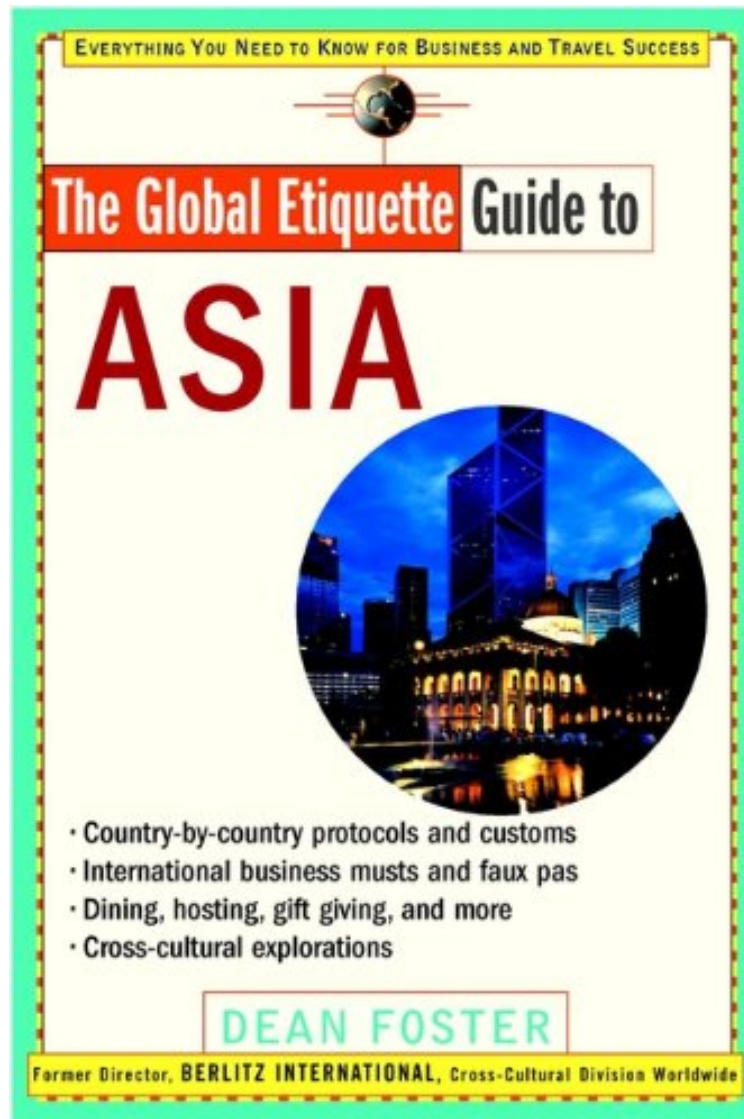


(Download pdf) The Global Etiquette Guide to Asia: Everything You Need to Know for Business and Travel Success

## The Global Etiquette Guide to Asia: Everything You Need to Know for Business and Travel Success

*Dean Foster*

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**Dean Foster : The Global Etiquette Guide to Asia: Everything You Need to Know for Business and Travel Success** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Global Etiquette Guide to Asia: Everything You Need to Know for Business and Travel Success:

8 of 8 people found the following review helpful. Open the door to another cultureBy steve mcreaI teach at a language school in Fort Lauderdale. We receive students from Asia and Europe who visit for 3 weeks to 6 months to

improve their written and spoken English. What I often spend a lot of time doing, especially with students from countries that are foreign to me, is deciphering their customs and automatic responses to new situations. For example, a guy from Egypt walked with me to his apartment to give him a book. I was perspiring so when we reached his bedroom, he pulled out a red box and sprayed cologne on my shirt's armpits, in front of my shirt and on my left and right ear. "Now you will feel fresh." Well, I'm waiting for Dean Allen Foster's book on North Africa or the Middle East, because his book about customs in Asia is stellar. I highly recommend its ability to give near-instant insight into the mores and traditions of foreign cultures. To meet a guy from Japan or China without knowing the stuff in this book is like entering a supermarket without a map of the store and expecting to find toilet paper quickly. This book is like an aisle guide to the store and it might even point out that toilet paper is sold in a different container than you expect. The book helped me overcome some misconceptions (and fears) that I had developed about China and I am grateful for that. Write to me if you have other insights. stevemcree@usa.com

4 of 4 people found the following review helpful. Useful book, but desperately needs a fact-checker. There aren't many books to help one navigate social customs in the diverse cultures of Asia, and for that reason this book is extremely useful. The author admirably tries to give depth and context to the rules of etiquette in Asia by providing some historical, cultural and religious background, but, unfortunately, he gets a lot of that stuff wrong. For example, he says the Buddha was a "wealthy Brahmin priest". In fact, he was a Kshatriya (warrior caste) prince. This is a key factor in his renunciation of worldly things, and important to know if you want to understand the role of the Buddha and Buddhism in India. There are similarly significant errors in his descriptions of other Indian cultural matters (I don't know enough about the other Asian countries he talks about to comment, but I'm a bit skeptical of their accuracy in spots, too). Why even give that kind of background if it's not right? I noticed that a few reviewers of the *Global Etiquette: Europe* book complain about like errors in those books -- mostly to do with language and usage. All in all, it seems like Mr. Foster could greatly improve this series if he'd get some knowledgeable native fact-checkers and proofreaders on the job for upcoming editions.

4 of 5 people found the following review helpful. Yes--a fact checker. I agree completely with other reviewers who bemoan the lack of fact-checking. There are portions of this book that are off enough, and potentially problematic enough, that it should not be used as a stand-alone resource.

Everything You Need to Know for Business and Travel Success The Global Etiquette Guide to Asia \* Country to country protocols and customs \* International business musts and faux pas \* Dining, hosting, gift giving, and more \* Cross-cultural exploration The Global Etiquette Series Did you know: \* In Indonesia, you should always present your business card with both hands? \* You might offend your Japanese hosts by refilling your own teacup at dinner or forgetting to refill theirs? In today's high-stakes, highly charged international business world, you simply can't afford a misunderstood gesture, an ill-placed word, or a misinformed judgment. The *Global Etiquette Guide to Asia* shows both business and leisure travelers how to understand, appreciate, and manage as well as maximize the benefits of the myriad cultural differences that can exist between you and your Asian business hosts. This fact-filled cultural guidebook provides detailed advice on: Dining Drinking Speaking Eye contact Hailing a taxi Dress Negotiating Gift giving Conducting a meeting Tipping Holidays Dealing with authorities Just as customs vary greatly between Asia and the West, so do they vary among the diverse nations of Asia. What is proper and expected in Malaysia, for example, may be a deal-breaker in India. The *Global Etiquette Guide to Asia* will familiarize you with the customs, habits, tastes, and mores of every key Asian nation over forty in all and help you guarantee the mutual respect and acceptance that are vital for keeping every international business relationship agreeable, effective, and successful. Wiley's *Global Etiquette Series* provides the practical information you need to travel and conduct business in foreign countries and cultures. Each easy-to-navigate reference book is filled with helpful hints, do's and don'ts, and other rules of the road for travelers of all types.

From *Library Journal* "When in Rome, do as the Romans do," or for that matter, when in Turkmenistan do as the Turkmenistsans do. The premise of this new series of books by the managing director of Berlitz International is to familiarize the traveler with the various customs of the countries of the world. The books are a fountain of information on dining, business, public behavior, communication, and more. Some important facts to remember: Do not smile in public in Romania or the locals will think you odd. When in Thailand, do not gesture much with your hands or you may find yourself the source of laughter. And be careful in Bulgaria to say quite clearly yes or no because to shake your head from side to side means yes. Those planning a lengthy stay in a foreign country should familiarize themselves with the information in these books. A useful addition to the travel guide genre in all public and academic libraries.

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From the Back Cover Everything You Need to Know for Business and Travel Success The Global Etiquette Guide to Asia Country to country protocols and customs International business musts and faux pas Dining, hosting, gift giving, and more Cross-cultural exploration The Global Etiquette Series Did you know: In Indonesia, you should always present your business card with both hands? You might offend your Japanese hosts by refilling your own teacup at dinner? or forgetting to refill theirs? In today's high-stakes, highly charged international business world, you simply can't afford a

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About the Author Dean Foster, former director of Berlitz International, Cross-Cultural Division Worldwide, is currently Senior Vice President of Global Intercultural Services, Windham International, in New York City. One of the world's leading cross-cultural experts, he has consulted with most major Fortune 500 companies, is a frequent presenter at international professional conferences, and is featured often on radio and television.