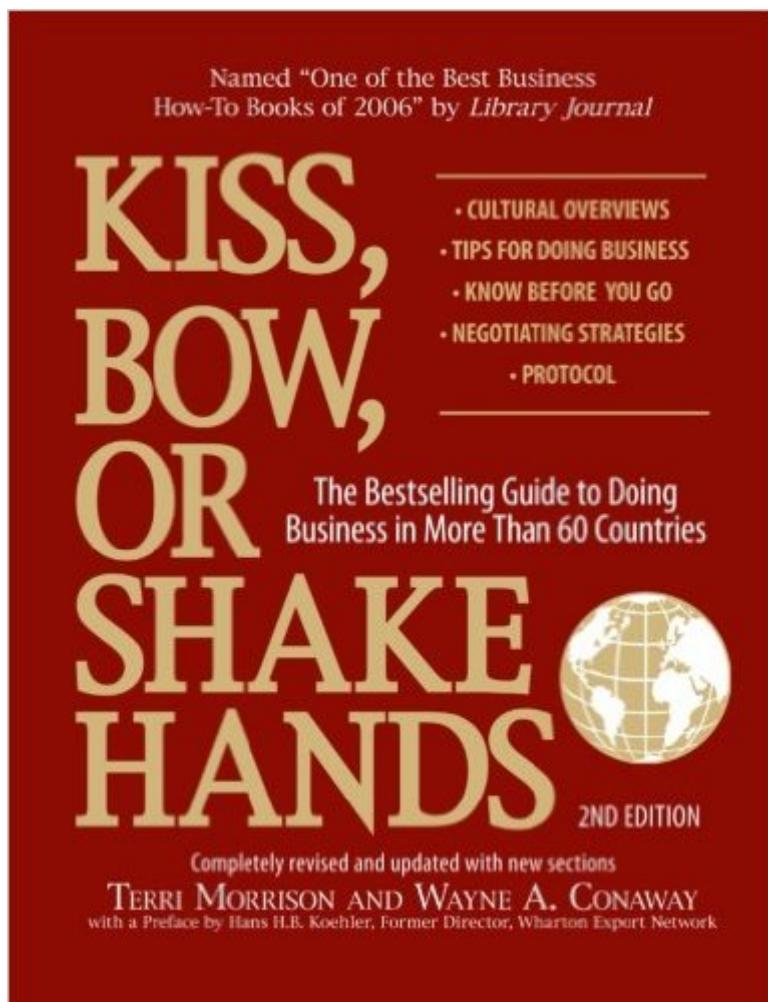


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# Kiss, Bow, Or Shake Hands: The Bestselling Guide To Doing Business In More Than 60 Countries



## **Synopsis**

Your Passport to International Business EtiquetteThe most authoritative and comprehensive text of its kind, Kiss, Bow, or Shake Hands, 2nd Edition is your must-have guide to proper international business protocol. With countries such as China and India taking on a more significant role in the global business landscape, you can't afford not to know the practices, customs, and philosophies of other countries. Now fully revised, updated, and expanded with over sixty country profiles, Kiss, Bow, or Shake Hands, 2nd Edition provides invaluable information on how to handle common business interactions with grace, respect, and an appreciation for different cultures.

## **Book Information**

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## **Customer Reviews**

Oops. A few years ago, I offended a colleague from another country. Before I visited that country--or hosted a guest from that country in my home--I had meant to learn more about his culture, his behavior styles, his business practices, even his negotiating techniques. But I didn't. If you travel outside of your country, work in a multi-cultural office, worship with people from other cultures, email colleagues in other countries, or participate (or even lead) church short-term mission trips, I have a book for you. Kiss, Bow, or Shake Hands: The Bestselling Guide to Doing Business in More than 60 Countries provides a snapshot look at nations where you may be traveling. Example: I visited Turkey this year. If you relied on the prevalent loud speaker calls to prayer, you would think that Turkey is a Muslim country. But this helpful book pointed out that Turkey has no official religion, even though 90 percent of the Turkish population is Sunni Muslim. Did you know it's best to keep both feet flat on the floor in Turkey? "Displaying the soles of your shoes (or feet) to someone is

rude." And, "it is rude to cross your arms while facing someone." Americans and Turks indicate "yes" by nodding their heads up and down, but Turks say no with their eyebrows. (You'll need to study that section before your next trip.) What's the point? Cross-cultural travel is ripe with opportunities to embarrass yourself and demean others. Advance preparation will help. In Australia, for example, men "should not be too demonstrative with other men." Contrast that with the 2005 photo of U.S. President George W. Bush and Saudi Crown Prince Abdullah--and their hand-holding stroll at Bush's ranch in Crawford, Texas!

Kiss, Bow, or Shake Hands (KBSH) is a great guide to international business and negotiation. Even though this book is directed to people who are inexperienced in global business; all enthusiast to international commerce can easily find value in this book. KBSH prepares readers on what to expect when doing business in different regions of the world. This book presents a macro glimpse of socio, cultural, and business principles for each of the 60 countries evaluated. Also presented is brief history on each country that in some cases is relevant to the countries socio and business environment. Below are the sections that the book covers on each country with inserts (in italics) from random countries.\* What's your Cultural IQ - This section examines the reader's general knowledge of a country by presenting three questions and answers. These questions are based on general culture, history, and geography. T or F: Although Colombia is named after Christopher Columbus; he never set foot on Colombian soil. Answer: TRUE. The first Europeans to reach Colombia were led by Alonso de Ojeda in 1499.\* Tips on Doing Business in Country - As the header explains, this section presents guidelines for doing business in the country. Finland is the closest Nordic nation to the former USSR which makes it ideally located to conduct business with Russia and the Baltic States.\* Country Background - This section presents common background knowledge on a country such as History, Government, and Language. Also included is a section that examines the countries domestic point-of-view on important social issues the effect the country. In 1941, Peru invaded Ecuador and annexed almost half of Ecuador's land. The two countries still dispute their borders.

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