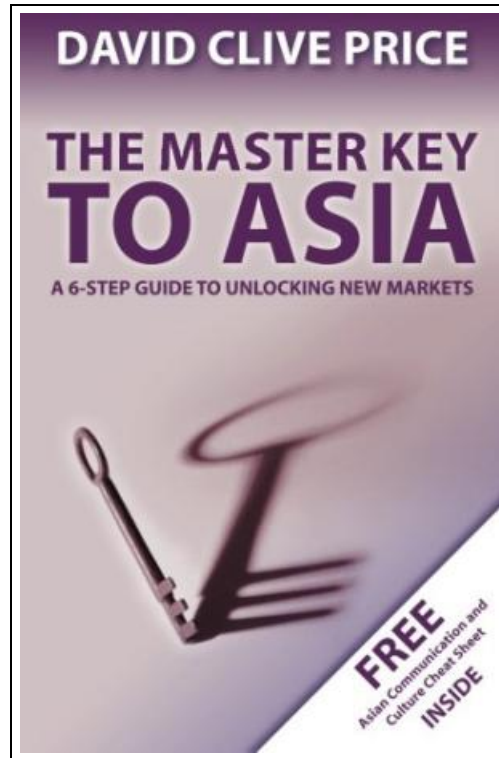


The Master Key to Asia: A 6-Step Guide to Unlocking New Markets (Paperback)



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Reviews

Extremely helpful for all type of folks. It generally is not going to expense a lot of. I found out this book from my dad and i advised this book to find out.

(Melany Goyette)

THE MASTER KEY TO ASIA: A 6-STEP GUIDE TO UNLOCKING NEW MARKETS (PAPERBACK)



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DCP Global Limited, United Kingdom, 2013. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Have you thought about launching or developing your business in Asia but you can't seem to fully grasp the way business is done? Are you already operating in one Asian country but you're worried about getting into the business culture of another? Well you aren't alone! Research shows that the majority of business people going into Asia, including CEOs and senior executives, have no experience of an Asian country, don't speak a word of an Asian language and have made no adequate preparation for knowing the culture(s). They think Asia is one big region and anyway the business environment and mind-set are pretty much the same as their own. They can pick up the touchy feely stuff later. The result is that they find themselves excluded from or trailing the competition because of simple cultural mistakes and poor communication. Companies waste MILLIONS of dollars in lost productivity, failed deals, ill-conceived strategies, and loss of goodwill simply because they don't understand the business etiquette, customs and traditions of the Asian country in which they operate or intend to operate. The Master Key to Asia is based on David Clive Price's experience of giving strategic communications advice to many Asian multinationals and of the challenges of setting up his own business in various Asian countries. This quick read book provides a step-by-step guide into the personal world of Asian business with Action Points and simple exercises to help the reader along the way. The cultures and business customs of 13 individual Asian countries are examined in detail, but there are also chapters on the Importance of Culture in International Business, the Basics of Asian Business Etiquette,...



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