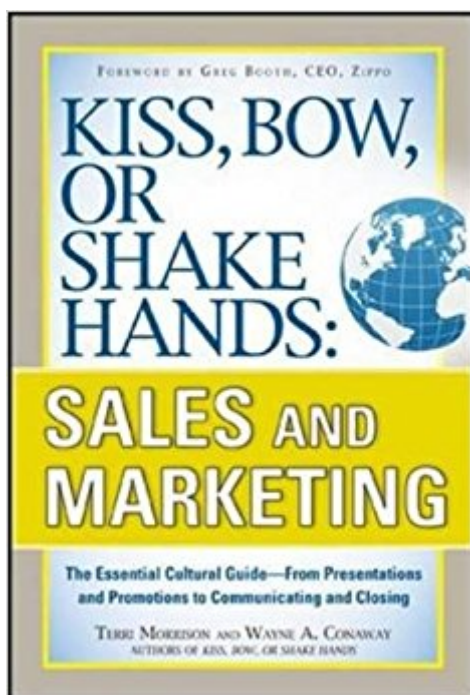


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# Kiss, Bow, Or Shake Hands, Sales And Marketing: The Essential Cultural Guide—From Presentations And Promotions To Communicating And Closing (Business Skills And Development)



## Synopsis

How do you break the ice in the UAE? When do you present a contract in China? How close should you stand to a South Korean? Kiss, Bow, or Shake Hands: Sales and Marketing is an informative, entertaining guide that shows you what to do and what to avoid in any given sales or marketing situation, from Argentina to South Africa. It provides the expert knowledge you need to gather data in diverse cultures, properly present your products, and close deals around the world.

“As the global community comes closer together, Kiss, Bow, or Shake Hands: Sales & Marketing will be a valuable resource to every person in every industry around the world.”

Gil A. Cardon, Convention Manager, Japan National Tourism Organization

“Just as you can be a connoisseur of wine, Kiss, Bow or Shake Hands: Sales and Marketing can help make you a connoisseur of cultures, philosophies, business behaviors, and social practices. Read it not just for work, but for the human side as well.”

Giuseppe G. B. Pezzotti, Senior Lecturer, Cornell University School of Hotel Administration

“Terri has accurately and succinctly captured the key issues that businesspeople or tourists need to know when traveling. It is spot-on, and a very valuable resource!”

Thomas M. Feifar, Director of Foreign Military Sales, NAVISTAR Defense

## Book Information

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## Customer Reviews

Terri Morrison is president of Getting Through Customs, the developers of the McGraw-Hill Kiss,

Bow, or Shake Hands digital product. She and Wayne A. Conaway are coauthors of nine books, including Library Journal's Best Business Books winner Kiss, Bow, or Shake Hands and Dun & Bradstreet's Guide to Doing Business Around the World.

I inadvertently bought this book, thinking that it was an updated version of the book that I wanted to buy, the original Kiss, Bow, or Shake Hands. This book is so useless that I am actually paying to return it, and I assure you, that I NEVER pay to do something like this...More white space than print, only 20 countries, not the ones that I am interested in, and NOTHING NOTHING new! Total waste of money...

Doesn't apply to all situations. To put in perspective, read the chapter on your own country. Then assume it has about the same accuracy for other countries. A significant portion of business negotiations are based on the personality of the other party. Keep that in mind.

It's a little outdated at this point and doesn't cover some of the countries that are attracting business travel in today's day and age (e.g. Vietnam). I would like another edition that's slightly more updated but otherwise the content that is here is very complete.

Very practical guide and tips to doing business in non-US countries. The book saves me a lot of research.

The overall concept is great: Document Cultural differences for improved business. The material is well presented too. But the eBook version is extremely neutered, and missing what I would consider significant trading partners.

Not wanting to insult anyone in the business arena, it makes sense to have a friend to guide me through this global business world...

**GREAT BOOK TO HELP PEOPLE DOING BUSINESS WITH NON USA PERSONEL NOT DO SOMETHING TO EMBARRASS THEMSELVES**

This book has been very helpful in identifying cultural differences and ways to initiate conversation. It is a basic level book that covers most countries that I would encounter. I would recommend it for

anyone beginning international relationships.

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