



Bridging Cultural Barriers in China, Japan, Korea and Mexico: A Cultural Insight Business Guide

Boye Lafayette De Mente

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The economies of the advanced countries have gone global, but not the cultures! This presents a plethora of problems that include economic as well as political affairs, especially with countries whose cultures are often so different that compromises--much less agreements--range from difficult to impossible. In this book, author Boyé Lafayette De Mente, known for his pioneer books on the business and social cultures of China, Japan, Korea and Mexico, presents a series of business-oriented insights that take much of the mystery out of the mindset and behavior of the Chinese, Japanese, Koreans and Mexicans. It is excellent background reading for business people, diplomats, political leaders, academics and students.

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