



Global Business Etiquette: A Guide to International Communication and Customs

By Jeanette S. Martin, Lillian H. Chaney

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The breakneck speed at which business is going global requires a new breed of executives, managers, and front-line employees who are adept at the art of cross-cultural communication, where simple misunderstandings can jeopardize multimillion dollar deals. Whether you are preparing for a long-term overseas assignment or a short trip abroad to meet with clients, customers, suppliers, or distributors, *Global Business Etiquette* will be an indispensable resource for understanding the dynamics of cross-cultural communication, avoiding embarrassing (and costly) gaffes, and successfully navigating the subtleties of social interaction. Drawing from their many years of research and training in the field; highlighting such important elements of communication as nonverbal gestures, dress, and gift giving customs; and featuring dozens of colorful examples and useful tips; the authors present a practical approach to interpreting signals and symbols around the world, overcoming stereotypes, and mastering the nuances of international communication.

According to business travel industry forecasts, international travel is expected to increase in 2006 and beyond, reflecting the confluence of trends that are driving businesses of all sizes to penetrate new markets, enter into strategic alliances, improve productivity, and tap into talent and expertise around the world, wherever these resources may be found.

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Global Business Etiquette: A Guide to International Communication and Customs By Jeanette S. Martin, Lillian H. Chaney **Bibliography**

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Editorial Review

Review

"Martin and Chaney have written prolifically on interpersonal communication and have trained professionals on business communication, ethics, and cross-cultural etiquette. In this new book, which extends the literature on cross-cultural competence and communication, they contend that meaning is culturally constructed and advise travelers to learn about a host culture before departing for a destination. Their practical volume provides key information about culture, etiquette, and customs around the world, comparing topics across ten major countries that trade with the US. Nine chapters guide the reader on a range of subjects, including preparation for travel, cultural attitudes and behavior, gestures and nonverbal communications, dining and tipping, oral and written communication, and development and maintenance of cross-cultural relationships. The book also discusses less common topics such as taboos, casual business attire, flowers for gift giving, and religious and civilian holidays. For country-specific information, URLs are provided. Concepts are illustrated with examples from the relevant literature. Summaries at the end of each chapter are categorized by country for comparative ease. The Notes section contains full references. An excellent resource for expatriates and travelers to other countries for business or personal reasons. Highly recommended. All collections." - **Choice**

"This book is designed as a guide to help business people sent overseas on assignment work effectively understand business etiquette in another part of the world. Martin and Chaney have both written articles and given presentations on intercultural business communication. The book is divided into nine chapters, covering all aspects of the topic, from travel tips to language and business cards, socializing, nonverbal communicators, dress and appearance, cultural attitudes, dining and tipping customs, conversational norms and manners, and oral and written communication. Each chapter is subdivided by more specific headings, making the narrative easy to browse, and concludes with country-specific summaries for Canada, China, England, France, Germany, Japan, Mexico, the Netherlands, South Korea, and Taiwan, with some additional contact information provided (e.g., embassy phone numbers, official tourist board web sites). The narratives include case studies to illustrate specific issues that might arise. An extensive bibliography is included. Recommended for academic business collections as well as anyone anticipating a business trip abroad." - **Library Journal**

"Going global - as opposed to going postal - requires business executives, managers, and employees at the barricades who are equipped to deal with the complications and misunderstandings that can arise when languages, customs and social perceptions clash. *Global Business Etiquette* is intended as a resource for behavior, dress, cross-cultural communication, appropriate gift-giving, overcoming stereotypes, interpreting signals and symbols and a thousand other elements where you could screw up and ruin the deal!" - **The Commercial Appeal (Memphis, TN)**

"Martin and Chaney explain the national customs of America's major trading partners that can affect individual business relationships. Separate chapters discuss greetings, gift giving, gestures, dress and appearance, cultural attitudes, dining and tipping customs, conversational manners, and oral and written communication. The writing style is casual and intended for the business traveler." - **Reference & Research Book News**

"If you're involved in international business, you already know etiquette varies from country to country: the speed of expanding international sales is requiring a new type of executive and manager be able to

understand cross-cultural communication to avoid misunderstandings. *Global Business Etiquette: A Guide To International Communication And Customs* is the place to start. It uses years of research and training in the field to cover both verbal and nonverbal gestures, dress, customs and more, adding examples and tips in their guide to interpreting around the world. From dress to conversational customs, *Global Business Etiquette* covers all the common pitfalls and customs." - **California Bookwatch**

"Written for people traveling on business or pleasure, students, government and military personnel, *Global Business Etiquette* offers a resource for understanding the dynamics of cross-cultural communication and etiquette. The book is designed to help business travelers successfully navigate the subtle interactions that can set the stage for profitable long-term relationships. Some of the topics covered include non-verbal gestures, proper dress, and gift-giving customs. There are many anecdotes that make it an easy read." - **Reinforced Plastics/Reinforced Plastics Weekly**

"*Global Business Etiquette* is a practical guide for all those who travel to other parts of the world for overseas work or who attend conferences or other business-related trips abroad. . . . This is a very helpful guide for travelers and should be purchased by both public and academic libraries." - **ARBA**

Review

"*Global Business Etiquette* is an insightful work that will be of inordinate value to both the novice and the experienced global businessperson. The practical dimensions of this comprehensive work are augmented with insightful contributions to the more sophisticated nuances of global business. The book is a testament to the authors' knowledge of effective communication in globally diverse environments. I would highly recommend the text to those interested in learning how to deal with the rapidly globalizing nature of business." (Michael Harvey, Hearin Chair of Global Business, University of Mississippi)

"Dr. Martin and Dr. Chaney have captured the essential basics of conducting global business in *Global Business Etiquette: A Guide to International Communication and Customs*. Their clear and concise style of writing makes the research details easy to understand and comprehend. This book is a good reference to keep in the traveler's briefcase or on the global executive's desk." (Dottie Byers, Managing Director, International Professional Relations, Inc.)

"*Global Business Etiquette* should be every international businessperson's guide to not making faux pas around the world. It gives tips on the United States' top ten trading partners as well as numerous etiquette examples from other countries. Being able to negotiate your way through the etiquette patterns of another country when you are communicating can make or break a deal. This book is a must read for the novice and the expert." (Jim Barksdale, Former CEO, Netscape)

About the Author

Jeanette S. Martin is Professor at the University of Mississippi, School of Business. She has served as associate editor of the *Journal of Business Communication*, and is the recipient of several national awards, and the author of dozens of articles, book chapters, and conference presentations on intercultural business communication, education, emotional and cultural intelligence, and management information systems. She is coauthor, with Lillian H. Chaney, of the textbook *Intercultural Business Communication*.

Lillian H. Chaney is Professor of Management Emeritus at the University of Memphis. She is the author of over 100 articles and presentations, with a specialty in intercultural business communication, and has received many teaching and research awards in the field. She has conducted training programs on communication, international and U.S. corporate etiquette and business ethics for international corporations,

educational institutions, and government agencies. She is coauthor, with William Bonner, of *Communicating Effectively in an Information Age*, and with Jeanette S. Martin of the textbook *Intercultural Business Communication*.

Users Review

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Information is provisions for those to get better life, information currently can get by anyone with everywhere. The information can be a expertise or any news even a concern. What people must be consider whenever those information which is in the former life are challenging to be find than now could be taking seriously which one would work to believe or which one the particular resource are convinced. If you obtain the unstable resource then you get it as your main information you will see huge disadvantage for you. All those possibilities will not happen within you if you take *Global Business Etiquette: A Guide to International Communication and Customs* as your daily resource information.

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Reading can called brain hangout, why? Because when you are reading a book specially book entitled *Global Business Etiquette: A Guide to International Communication and Customs* your mind will drift away trough every dimension, wandering in most aspect that maybe unidentified for but surely will end up your mind friends. Imaging every single word written in a guide then become one contact form conclusion and explanation in which maybe you never get ahead of. The *Global Business Etiquette: A Guide to International Communication and Customs* giving you another experience more than blown away your brain but also giving you useful info for your better life in this era. So now let us present to you the relaxing pattern the following is your body and mind will likely be pleased when you are finished looking at it, like winning a. Do you want to try this extraordinary shelling out spare time activity?

Joanna Bowen:

The book untitled *Global Business Etiquette: A Guide to International Communication and Customs* contain a lot of information on it. The writer explains the woman idea with easy technique. The language is very straightforward all the people, so do not worry, you can easy to read the item. The book was compiled by famous author. The author gives you in the new time of literary works. You can easily read this book because you can continue reading your smart phone, or gadget, so you can read the book in anywhere and anytime. In a situation you wish to purchase the e-book, you can wide open their official web-site as well as order it. Have a nice go through.

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