



Doing Business in Asia: The Complete Guide (Jossey-Bass Business and Management Series)

Sanjyot P. Dunung

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Written by a seasoned expert on international business development, this guide distills a library's worth of essential knowledge into a single, practical volume. It allows readers to quickly acquaint themselves with nineteen foreign lands and learn the finer points of conducting business within each distinctive culture. Newly updated to address recent economic, political, and regulatory developments - and including a new appendix on the spread and use of technology in the region - this book covers the following topics regarding each country: geography, history, political structure, social customs, work schedules, making contacts, meeting people, corporate structures, negotiation, conducting business in social settings, dress codes, useful phrases, major holidays, helpful phone numbers, and useful addresses.

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