



Global Business Etiquette: A Guide to International Communication and Customs

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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