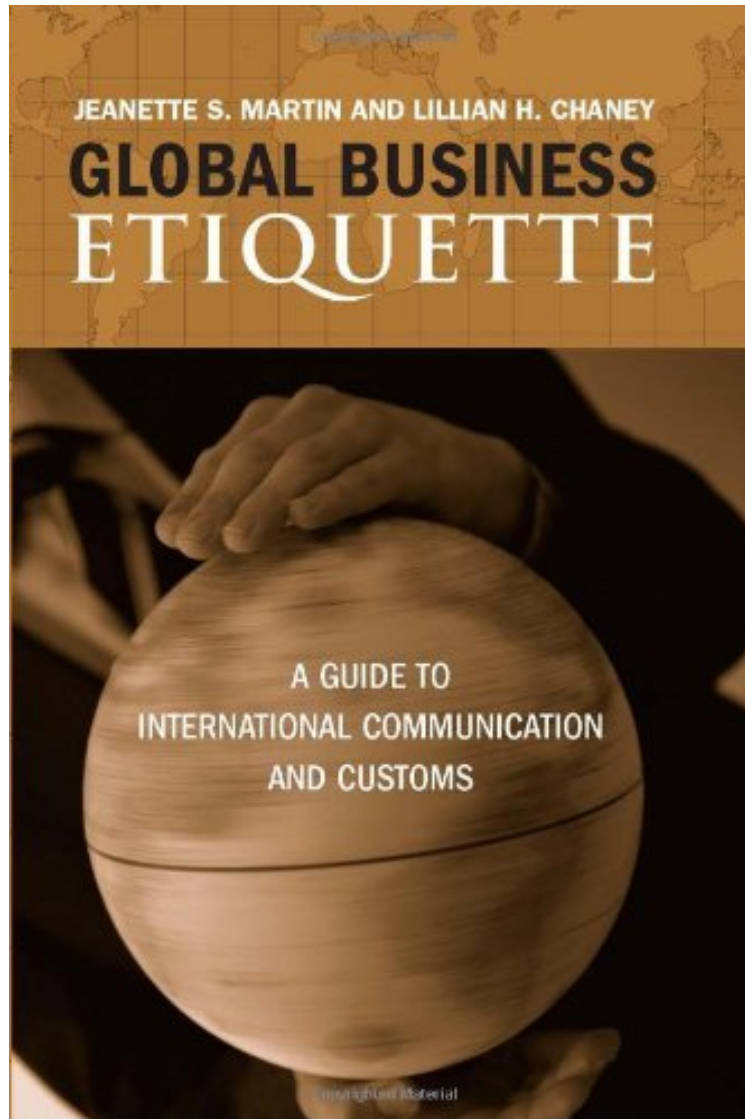


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Global Business Etiquette: A Guide to International Communication and Customs

Lillian H. Chaney, Jeanette S. Martin
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Lillian H. Chaney, Jeanette S. Martin : Global Business Etiquette: A Guide to International Communication and Customs before purchasing it in order to gage whether or not it would be worth my time, and all praised Global Business Etiquette: A Guide to International Communication and Customs:

0 of 0 people found the following review helpful. Information can be Outdated and IncorrectBy Lisa SheaGlobal Business Etiquette by Jeanette S. Martin and Lillian H. Chaney was my required textbook for a college course. I do also run websites which have a global audience, so I had hoped these would also provide insight for me in how to

work with people from around the world. While the book has some interesting basics, there are also some issues here. First, it's important to note that the book is from 2008, so many things become dated quickly. Countries change, the reach of the internet grows, and what might have been true could now be quite different. That being said, I found much of the book to be fairly stereotypical, without any sense that what they state is always conditional. They state that ALL people from X like close personal space. ALL people from Y talk loudly. ALL people in India do anything at all? How could one generalize for such a massive country? It's always tempting to make these kind of sweeping generalizations. It makes life easy. However, I happened to read this book while traveling through Europe and I found that even the most simple generalizations presented here were incorrect. It wasn't the standard in France for people to eat sandwiches with fork and knife. A friend of mine in Saudi Arabia reported that many of the generalizations presented about that region simply weren't true. Toasting with water is bad luck, so people drinking water have to be left out? Maybe decades ago, but in our modern people many people choose not to drink alcohol. They toast with whatever they have, and that's fine. And that's coming from a person who runs wine website. Yes, it's good to have some grounding on how caste and class work. It's good to realize that there ARE differences in how loudly people like to speak, how close they like to stand, how comfortable they are with different topics, and so on. But I found the book's presentation to be one that could lead people wildly astray. And what's intriguing is I think most people wouldn't even realize it, if they read this without actually being somewhere. They'd just nod and say "Oh interesting! If I ever went to Saudi Arabia I shouldn't discuss a man's wife!" They'd have no idea that my friend in Saudi Arabia finds this to be quite untrue. And then there's just silly other things. The section on travel says it's an absolute no-no to wear sweats while traveling. What, they want you in a suit and tie? On a twelve hour flight? I'm sorry, but my health takes precedence when I'm traveling. I've traveled quite a lot and never had an issue with it. I've met some amazing people, too. And they, also, were dressed for comfort. Finally, the book will list random countries and talk about their stereotypes - but if for example you actually wanted to use this for travel you never get enough information even about the ones mentioned. So there's no way I'd use this as a substitute for visiting an up-to-date webpage about that one country in particular and studying it. If I am going to France, I go to French websites to read up on the current situation. I don't rely on an old book which provides only glimpses of stereotypes which are no longer true. Even if they came out with an update of the book with their 2013 thoughts, I'm not sure that would be better. They only glimpse cultures, and they often provide only a glimpse of what some people do in that culture. I would much rather the book be a theoretical one on how people differ, to help people be generally aware of the issues. Cover speaking volume, and how to be aware of the environment you're in. Match to its volume whatever it is. Don't assume it will be X or Y just because they're in a certain country. There are always sub-groups. The book could talk about how far apart people stand and how it's not a global constant. That again you should look at how people are handling it in your area and match them. So I would rather the book talk to someone who has never traveled and say "these assumptions you have about life, they are just one view. Here are other views you should consider." That way people are prepared to be aware. But I don't think the book should then say "and where you're going to, THIS is the way it will be." Because it simply won't always be true, and making an assumption is often worse than being aware and seeing what it really is like. I purchased this book with my own funds for my college class. 3 of 3 people found the following review helpful. Ok, but not very thorough. By RoseMary Griffith I don't like the way this book is structured--with sections discussing cultural differences (duh, we all know that) and then with only small paragraphs actually noting what is different from the USA in Germany, England, etc. I was looking for something far more in depth in order to use it for employees' educations on the cultural differences. It's okay as a supplement, but sure not a definitive source. 0 of 0 people found the following review helpful. Good info. By Melle Good info. Got the book for research.. Useful. A bit repetitive from book to book, but it's the nature of the topic.

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 and can avoid simple misunderstandings that 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.

"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

"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*.