



World Business Cultures - A Handbook

Barry Tomalin, Mike Nicks

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The latest edition of World Business Cultures – A Handbook shows readers how to create connections and win deals in global business, rather than committing clumsy and costly faux pas. It shows the reader how to assess and understand the business customs and thinking of other countries and customs, and how to mould your approach to achieve rapport and trust.

With this book, you'll never get the tone of a presentation, negotiation or social meeting wrong again. It gives guidance on how to handle yourself in person-to-person situations, and in the digital world.

Warning: Not understanding different cultures could lose you business and money!

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