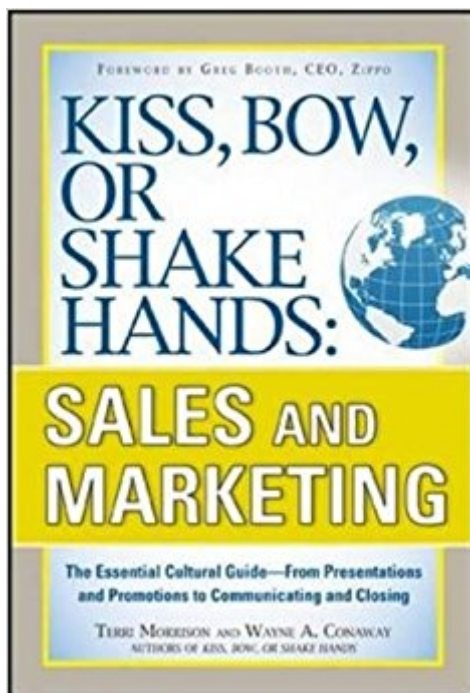


The book was found

Kiss, Bow, Or Shake Hands, Sales And Marketing: The Essential Cultural Guide—From Presentations And Promotions To Communicating And Closing (Business Skills And Development)



Synopsis

How do you break the ice in the UAE? When do you present a contract in China? How close should you stand to a South Korean? Kiss, Bow, or Shake Hands: Sales and Marketing is an informative, entertaining guide that shows you what to do—and what to avoid—in any given sales or marketing situation, from Argentina to South Africa. It provides the expert knowledge you need to gather data in diverse cultures, properly present your products, and close deals around the world.

“As the global community comes closer together, Kiss, Bow, or Shake Hands: Sales & Marketing will be a valuable resource to every person in every industry around the world.”

Gil A. Cardon, Convention Manager, Japan National Tourism Organization

“Just as you can be a connoisseur of wine, Kiss, Bow or Shake Hands: Sales and Marketing can help make you a connoisseur of cultures, philosophies, business behaviors, and social practices. Read it not just for work, but for the human side as well.”

Giuseppe G. B. Pezzotti, Senior Lecturer, Cornell University School of Hotel Administration

“Terri has accurately and succinctly captured the key issues that businesspeople or tourists need to know when traveling. It is spot-on, and a very valuable resource!”

Thomas M. Feifar, Director of Foreign Military Sales, NAVISTAR Defense

Book Information

Series: Business Skills and Development

Paperback: 304 pages

Publisher: McGraw-Hill Education; 1 edition (November 15, 2011)

Language: English

ISBN-10: 0071714049

ISBN-13: 978-0071714044

Product Dimensions: 6 x 0.7 x 9 inches

Shipping Weight: 14.4 ounces (View shipping rates and policies)

Average Customer Review: 3.9 out of 5 stars 23 customer reviews

Best Sellers Rank: #124,919 in Books (See Top 100 in Books) #35 in Books > Business & Money > Marketing & Sales > Marketing > Industrial #39 in Books > Business & Money > International > Global Marketing #65 in Books > Business & Money > Business Culture > Etiquette

Customer Reviews

Terri Morrison is president of Getting Through Customs, the developers of the McGraw-Hill Kiss,

Bow, or Shake Hands digital product. She and Wayne A. Conaway are coauthors of nine books, including Library Journal's Best Business Books winner Kiss, Bow, or Shake Hands and Dun & Bradstreet's Guide to Doing Business Around the World.

I inadvertently bought this book, thinking that it was an updated version of the book that I wanted to buy, the original Kiss, Bow, or Shake Hands. This book is so useless that I am actually paying to return it, and I assure you, that I NEVER pay to do something like this...More white space than print, only 20 countries, not the ones that I am interested in, and NOTHING NOTHING new! Total waste of money...

Doesn't apply to all situations. To put in perspective, read the chapter on your own country. Then assume it has about the same accuracy for other countries. A significant portion of business negotiations are based on the personality of the other party. Keep that in mind.

It's a little outdated at this point and doesn't cover some of the countries that are attracting business travel in today's day and age (e.g. Vietnam). I would like another edition that's slightly more updated but otherwise the content that is here is very complete.

Very practical guide and tips to doing business in non-US countries. The book saves me a lot of research.

The overall concept is great: Document Cultural differences for improved business. The material is well presented too. But the eBook version is extremely neutered, and missing what I would consider significant trading partners.

Not wanting to insult anyone in the business arena, it makes sense to have a friend to guide me through this global business world...

GREAT BOOK TO HELP PEOPLE DOING BUSINESS WITH NON USA PERSONEL NOT DO SOMETHING TO EMBARRASS THEMSELVES

This book has been very helpful in identifying cultural differences and ways to initiate conversation. It is a basic level book that covers most countries that I would encounter. I would recommend it for

anyone beginning international relationships.

[Download to continue reading...](#)

Kiss, Bow, or Shake Hands, Sales and Marketing: The Essential Cultural Guide – From Presentations and Promotions to Communicating and Closing (Business Skills and Development) Bow Hunting: The Ultimate Guide to Mastering Bow hunting for Life! (deer hunting, bow hunter, bowhunting, bow hunting for beginners, archery, bow hunting tips, bow & arrow) Bow Hunting For Beginners: The Ultimate Bow Hunting Tactics - Learn How To Use Bow And Arrow And Become A Bow Hunting Pro (Crossbow Hunting, Deer Hunting, Bow Hunter) Kiss, Bow, Or Shake Hands: The Bestselling Guide to Doing Business in More Than 60 Countries Kiss, Bow, Or Shake Hands Latin America: How to Do Business in 18 Latin American Countries Bow Hunting For Beginners: How To Choose The Best Bow For You, Plus Amazing Target Shooting Tips And Tricks To Improve Your Aim! (Crossbow Hunting, Deer Hunting, Bow Hunter) 7 STEPS to SALES SCRIPTS for B2B APPOINTMENT SETTING. Creating Cold Calling Phone Scripts for Business to Business Selling, Lead Generation and Sales Closing. A Primer for Appointment Setters. The Perfect Close: The Secret to Closing Sales - the Best Selling Practices & Techniques for Closing the Deal Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Hospitality Sales and Marketing with Answer Sheet (AHLEI) (6th Edition) (AHLEI - Hospitality Sales and Marketing) Strategic Database Marketing 4e: The Masterplan for Starting and Managing a Profitable, Customer-Based Marketing Program (Marketing/Sales/Advertising & Promotion) Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment (Marketing/Sales/Adv & Promo) Network Marketing For Introverts: Guide To Success For The Shy Network Marketer (network marketing, multi level marketing, mlm, direct sales) A Bow Maker's Notebook: Sharing The Bow Making Experience of John J Riggs Archery The Alpha Bow: The Complete Series (Alpha Bow #1-5) The Compound Bow: A Beginners Guide for the New Compound Bow Owner. Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1) Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing

Contact Us

DMCA

Privacy

FAQ & Help