

《Chinese Business Etiquette》

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内容简介

East-West business is booming as never before,as thousands of Americans flock to China to seize explosive opportunities.But knowing the right etiquette and right protocol-and being aware of cultural differences-is a must.Now an expert with a quarter-century's experience in dealing with the Chinese gives you the complete,up-to-date,and commonsense savvy you need.Here's how to interpret behavior,avoid the unintentional gaffe,and make your best impression-while closing million-dollar deals and forming priceless friendships.

作者简介

Scott D.Seligman has lived in mainland China,Taiwan,and Hong Kong for more than eight of the last twenty-five years.

He was a member of the faculty of Tunghai University in Taichung,Taiwan,in the early 1970s,and following U.S. Recognition of the People's Republic of China in 1979 joined the staff of the U.S.-China Business Council,a private ,not-for-profit membership organization charged with promoting American trade and investment in the PRC.Mr.Seligman managed the Council's Beijing office in the early 1980s.

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