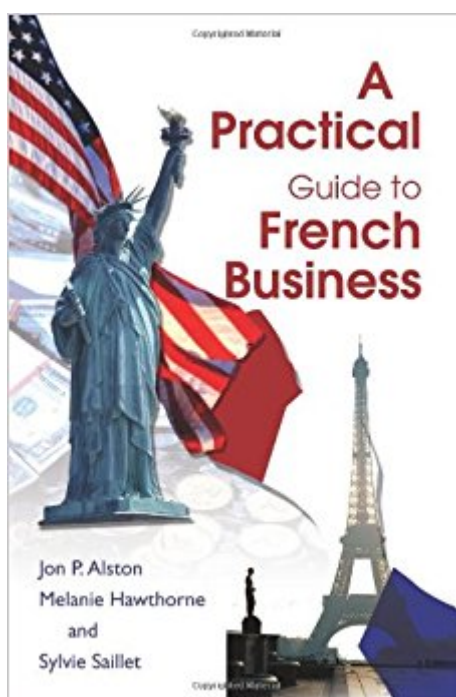


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# A Practical Guide To French Business



## Synopsis

A Practical Guide to French Business is the only book that combines in-depth description of French culture and national character with an analysis of how the French conduct business, and how to adjust to being in France. The authors focus on the values in French culture that influence business-related behavior so that non-French businesspersons can take advantage of French biases and customs. The result of extensive research and experience with the French business community and French society, this book offers a unique synthesis that sheds new light on the practical aspects of French business practices. A Practical guide to French Business provides insight on French business customs and shows how to deal with the French during the workday and social events. This book combines general guidelines with specific advice. The work provides the most comprehensive guide for those seeking to overcome the problems that France and French business practices may initially pose.

## Book Information

Paperback: 194 pages

Publisher: iUniverse (January 5, 2003)

Language: English

ISBN-10: 059526462X

ISBN-13: 978-0595264629

Product Dimensions: 6 x 0.5 x 9 inches

Shipping Weight: 10.4 ounces (View shipping rates and policies)

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Best Sellers Rank: #1,104,581 in Books (See Top 100 in Books) #326 in [Books > Business & Money > International > Global Marketing](#) #917 in [Books > Textbooks > Business & Finance > International Business](#) #1191 in [Books > Textbooks > Business & Finance > Marketing](#)

## Customer Reviews

This book gives a good insight into the French psyche and is particularly useful for anyone doing business with a French company. An enjoyable read full of practical advice.

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