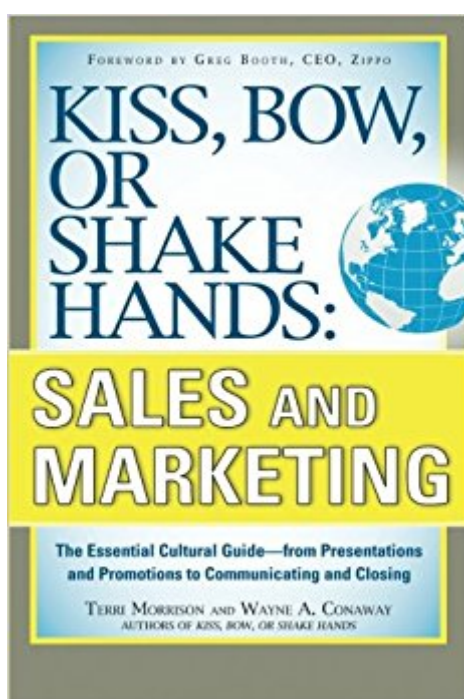


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# Kiss, Bow, Or Shake Hands, Sales And Marketing: The Essential Cultural Guide\_From Presentations And Promotions To Communicating And Closing



## 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.â •

•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.â •

•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!â •

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

## Book Information

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## Customer Reviews

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.

This is the most thorough-going compendium of cultural idiosyncrasies I've ever seen for the international businessperson. Even if your work, like mine, is mostly done by telephone, email and/or Skype, you'll do well to know in advance where you might easily stub your toe. Easy to read and understand.

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.

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.

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.

As a certified etiquette trainer, I have always had the Kiss, Bow, or Shake Hands series in my "tool box" as a reference. Terri Morrison's latest book is a joy to me because it is a MUST have for those traveling to other countries and having to sell, buy, or close deals. The structure is easy to follow. The information is critical. Love this book!!

I bought the kindle edition of the ebook and am very glad I did. This book will be great to have on hand while traveling.

Good info. Got the book for research.. Useful. A bit repetitive from book to book, but it's the nature of the topic.

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