



## The Master Key to Asia: A 6-Step Guide to Unlocking New Markets (Paperback)

By David Clive Price

DCP Global Limited, United Kingdom, 2013. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Have you thought about launching or developing your business in Asia but you can't seem to fully grasp the way business is done? Are you already operating in one Asian country but you're worried about getting into the business culture of another? Well you aren't alone! Research shows that the majority of business people going into Asia, including CEOs and senior executives, have no experience of an Asian country, don't speak a word of an Asian language and have made no adequate preparation for knowing the culture(s). They think Asia is one big region and anyway the business environment and mind-set are pretty much the same as their own. They can pick up the touchy feely stuff later. The result is that they find themselves excluded from or trailing the competition because of simple cultural mistakes and poor communication. Companies waste MILLIONS of dollars in lost productivity, failed deals, ill-conceived strategies, and loss of goodwill simply because they don't understand the business etiquette, customs and traditions of the Asian country in which they operate or...



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*An extremely awesome publication with lucid and perfect explanations. It is actually written in basic phrases rather than confusing. You will like how the writer publishes this book.*

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