



Dun And Bradstreet Guide Doing Business Around World Revised

Terri Morrison, Wayne A. Conaway, Joseph J. Douress

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Hailed as an indispensable resource (Booklist), this guide to business success on foreign ground features the latest facts and figures, including the changes in trade status with China and Vietnam. Free trade is thriving worldwide--which means good business for American businesses. But when Americans recoil at kisses on the cheek from a Brazilian or invite an Egyptian to lunch during the month of Ramadan, they face an undeniable fact: successful trade abroad demands a firm grasp of not only economic, but political and social forces. Thoroughly revised and updated, this guide gives global deal-makers the insights to avoid cultural gaffes and forge strong alliances. Here are candid snapshots of the USA's top trading partners, including an all-new chapter on Vietnam. Whether their target country is China (including Hong Kong), Germany, or Mexico, readers will get the lowdown on business prospects, including population growth, age breakdown, per capita income, marketing regulations, and overall risk rating. They'll also learn crucial cultural factors, including negotiating style, sanctioned topics of conversation, perceptions of time and punctuality, holidays, and standard work hours. And from business travelers who've been there, they'll get telling notes on dressing and behaving for success, plus notorious faux pas. Complete with passport and visa requirements, samples of key documents, and helpful websites, **DUN & BRADSTREET'S GUIDE TO DOING BUSINESS AROUND THE WORLD** holds the keys to international trading with skill and confidence.

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