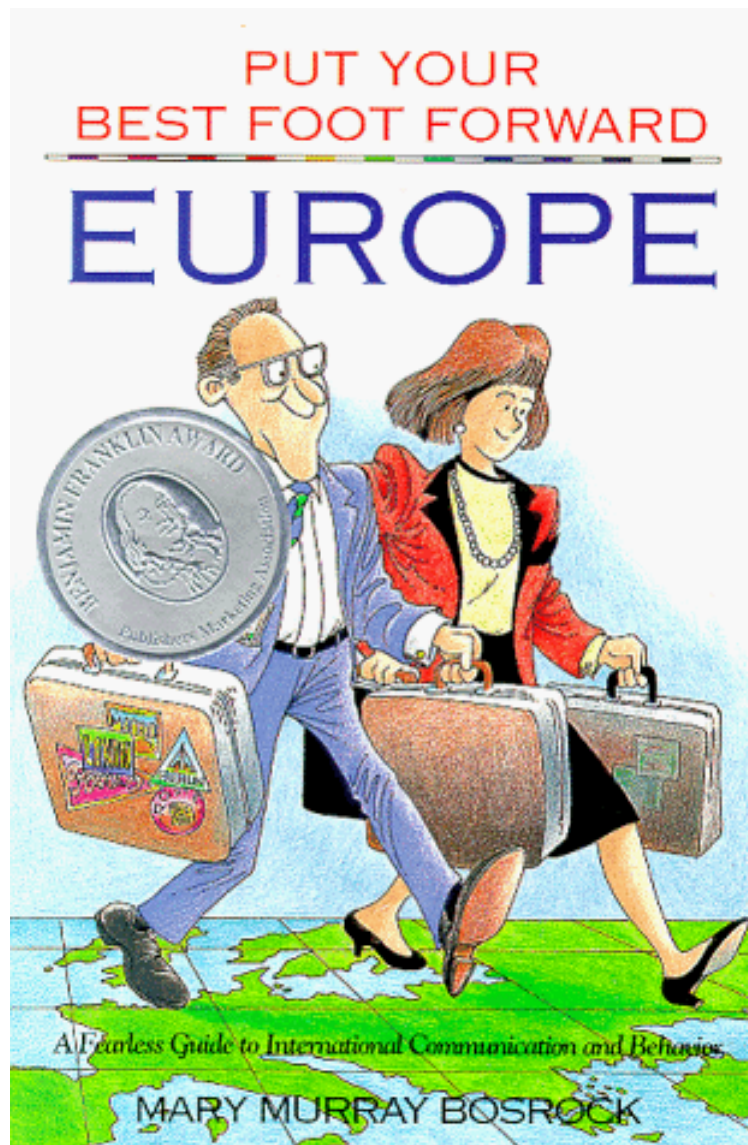


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Ex-pats going to Europe, have no fear, this book has been written for you. With globalization now in full force, more and more international business opportunities are becoming available. But beware, the way business is done abroad is very different than in the US. Don't make the common mistakes Americans make in Europe; ie. be formal, use Mr.(last name) instead of just "Bill". Do your homework. Even American giants such as Jack Welch of GE and the Chrysler Corporation have had trouble because they did not prepare. This book gives information on the various countries in Europe and will provide you with all the the "little" things that will make your business meeting or social gathering a success.

From Library Journal
Bosrock based her information in this guide to international travel on her own extensive travels and consultations with others, like embassy officials, who should know what they are talking about. It begins with brief but informative chapters offering general rules of thumb on matters such as body language, manners, entertaining, dress, and attitudes toward women in 18 European countries (former Iron Curtain countries are not included). For example, don't touch a Swede but don't recoil if a Greek touches you; it is wisest not to use first names with people you've just met, although the British and Irish won't think such informality rude. The book is primarily intended for business people for whom a faux pas can be a costly mistake but will be useful for any traveler wishing to feel more comfortable in a foreign land. Advice is also given on entertaining European visitors to the United States. Highly recommended for public and corporate libraries.- Mary C. Kalfatovic, Telesec Lib. Svcs., Washington, D.C.
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