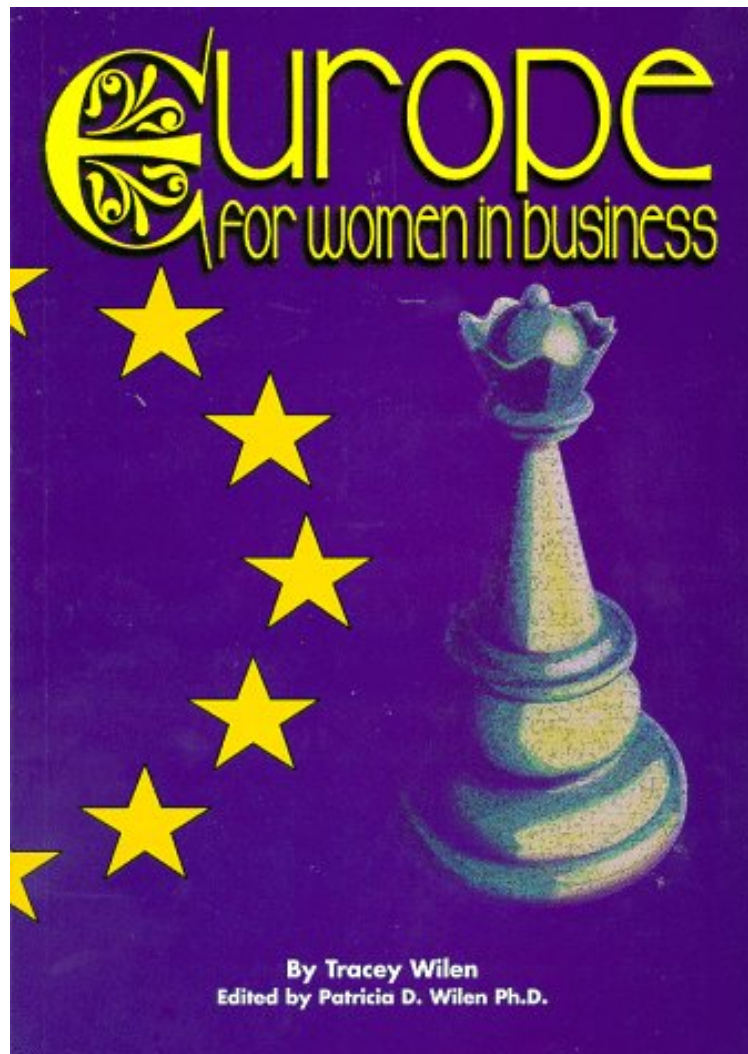


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Tracey Wilen, Patricia Wilen : Europe for Women in Business before purchasing it in order to gauge whether or not it would be worth my time, and all praised Europe for Women in Business:

0 of 0 people found the following review helpful. Excellent book for European Business TravelBy Gary DaugentiThere are many articles and books available for business people traveling overseas. Of these there are a few that deal directly with the advantages and challenge that women have in foreign business. This book provides an excellent overview and in depth look at women conducting business in Europe. I would highly recommend this to women and men alike. Gent Associates0 of 0 people found the following review helpful. The business woman's survival guide to EuropeBy A CustomerThis is the business woman's survival guide to successfully navigating European business cultures and practices. Every woman who travels for business should read this book. From general

hints on how to get around Europe to tips on specific cultures this book gives you the secrets to avoid the "Ugly American" syndrome. 0 of 0 people found the following review helpful. Disagree By A Customer I'm not certain the review below is totally impartial since it's a husband writing a review of his's wife's book as if he were just any old reader. I found the book to be not as helpful or informative as described. A slow read.

Europe for Women in Business is a guidebook for women and men on business etiquette and protocol in the following countries: Britain, France, Germany and Italy. This easy to read book is suitable for the novice and expert business travelers. Highlights in the book include tips on negotiating, business protocol, social etiquette and general tips for each country. Additional sections address safety issues, the status of women in each country as well as interesting travel tidbits. The book is in an easy to read format with anecdotes from women who travel on business to these countries as well as women who live in these countries.

From the Publisher Europe for Women in Business is the continuation of Wilen's series on Women in International business. This book discusses the fine points of conducting business in the Big Four countries: Britain, France, Germany and Italy. A well timed book as we see rejuvenation of business in Europe and the progress of the European Union. Wilen's practical style of interviewing women who travel or live in these countries combined exhaustive research on women who are from these countries continues to provide the business community with excellent reading and training materials. A book which is worthwhile for both the beginner and the expert, women and men alike. From the Back Cover Europe for Women in Business is the only book that looks at the unique issues that women face when conducting business in Europe. This book includes practical discussions of preparation, meeting protocol, socializing and negotiating, as well as tips on wardrobe, health and safety concerns, traveling alone and tips for the expatriate. (Patricia Deasy, Principle Consultant, PriceWaterhouse) There are many articles and books available for business people traveling overseas. Of these, there are few that deal directly with the advantages and challenges that women have in foreign business. The international business traveler has been, for the most part, largely male. Previous books I have co-authored, Asia for Women on Business and Doing Business with Japanese Men have dealt directly with the advantages and challenges that American women have when doing business overseas. These books generated a tremendous response, and many readers suggested a companion book entitled Europe for Women in Business. The business woman's survival guide to successfully navigating European business cultures and practices. Every woman who travels for business should read this book. From general hints on getting around Europe to tips on specific cultures this book gives you the secrets to avoid the "Ugly American" syndrome. (Sue Mulcrone, Manager, Worldwide Channels Sales Finance, Cisco Systems) About the Author Tracey Wilen is the co-author of Asia for Woman on Business, StoneBridge Press, Doing Business with Japanese Men, StoneBridge Press, and Doing Business with Western Women, Shoshishu Publishing, Tokyo. She has published numerous articles and essays on women's issues in business. She holds an MBA and is currently pursuing her Doctorate in International Business at Golden Gate University in San Francisco. Tracey is in Operations Management at Cisco Systems Inc., a San Jose high-technology firm. She teaches International Business to graduate students in the Bay Area. She is a frequent guest on business radio and television shows and a speaker at universities and business groups.