

[Free pdf] The Korean Way In Business: Understanding and Dealing with the South Koreans in Business

# The Korean Way In Business: Understanding and Dealing with the South Koreans in Business

*Boye Lafayette De Mente*  
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BOYÉ LAFAYETTE DE MENTE

THE  
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BUSINESS



UNDERSTANDING AND DEALING WITH  
THE SOUTH KOREANS IN BUSINESS

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**Boye Lafayette De Mente : The Korean Way In Business: Understanding and Dealing with the South Koreans in Business** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Korean Way In Business: Understanding and Dealing with the South Koreans in Business:

4 of 4 people found the following review helpful. Very useful and analytical; Somewhat outdated  
By Jaewoo Kim  
For those who want to understand the nuances of the Korean business culture, this book provides great insights and tips. I wish there was a summary chapter which outlines all the little mistakes that non-Koreans can make in Korea. Overall, the book contains plenty of useful advice but they are dispersed everywhere. I am impressed with the depth of the writer's analysis and his efforts to understand the deep inner complex Korean psyche (fears and motivations) and traditions which drive the Korean business culture. Shallow this book is not. Insightful it is. The only reservation I have about this book is that it is somewhat outdated. Korea is a VERY rapidly changing society and this book would have been an apt description of its business culture back in the 1990s. For example, the author cautions the westerner on Korea's forceful drinking practices and overly hierarchical nature of the Korean corporations. It is notable that Korean corporations and organizations have aggressively cracked down on excessive and forced drinking during company events. And corporations systematically weed out the older and more conservative managers in favor of the more westernized and more open counterpart because Korean corporations have found the need to globalize their corporate culture. There is also a strong cultural gap between generations. In other words, there is no single Korean culture, but it differs quite considerably depending on demographics, education level, profession, and situation. Many would find Koreans, especially the younger crowd, to be highly westernized and far from the Confucian conservative ideal. The book makes Korea look almost archaic, draconian, insular in its business practices. That is no longer true. I still recommend this book for those who want to understand Korea and its business culture. But only with the caveat that I mentioned above.  
0 of 0 people found the following review helpful. Highly recommend for anyone serious about doing business in Korea  
By J C  
Highly recommend for anyone serious about doing business in Korea. The fact that Confucianism is woven throughout each chapter helps one clearly understand the fabric upon which the people are motivated and controlled. Relationships before business is key to one's success here.  
0 of 0 people found the following review helpful. When in Seoul....  
By Tim  
I was looking for something to prepare me a trip to South Korea and this was it. Great for travelers who want to be prepared for business and social engagements

Learn the ins and outs of conducting business in South Korea. South Korean companies and technology have suddenly conquered the world. Samsung, Hyundai and LG are industry leaders and the global brands. Korean culture in the form of K-Pop music videos and "Korean Wave" films and TV dramas are watched everywhere from Tel Aviv to Singapore to Rio. Korean gourmet food trucks ply the streets of New York and LA, and kimchi has found a place on the shelves of well-stocked supermarkets around the world. With just a fraction of Japan's land area, less than half its population, and no natural resources how have Korean companies managed to conquer the world in such a short period of time? What is the "secret sauce" of Korean business practices and companies that makes them so successful? To find out, readers need more than statistics and company profiles. Learning the basics about Korean culture, about Korean social etiquette and Korean business culture, will enable you to understand for the first time how Koreans think and why they work so effectively to achieve their goals. This understanding will enhance your own effectiveness in doing business with Koreans, or in competing with them whether in Korea or elsewhere. *The Korean Way in Business* is a must-read for business professionals who wish to know the secrets underlying the commercial practices and business success of modern-day Koreans.

"This book is a must-read for professionals seeking to do business in Korea, or with Koreans." POP CLUB blog  
"Should be mandatory reading for all foreign CEOs in Korea" Joe Day, Vice President, EU Chamber of Commerce in Korea  
"This book is a 'must read' for any professional venturing into this complex but rewarding market." Martin H. Sours, Professor, Global Studies, Thunderbird School of Global Management  
*The Korean Way in Business* is one of this author's several well-received volumes on Korea that should be prerequisite reading for anyone intending to do business there." Steve Herman, Veteran foreign correspondent in Asia  
"Koreans are not like their neighbors China and Japan, they are unique in language, dress, food, and in the way they understand how business should be conducted. If you want to have a chance, it is helpful to know the Korean way." John E. Banta, CEO, Northshim Hotel Group  
"A must read on Korean business from Boye Lafayette De Mente, a writer who has known Korea for more than five decades, and it shows in this book." Glenn D. Davis, International Studies Department, Texas A&M, former head of UPI Tokyo Bureau  
"The author is no lightweight to commercial media on all things Korea and he does what does quite well. He's a respectable pioneer and has made some progress for countless foreign businesspeople." TooPoorforGradSchool.blogspot.com  
"a riveting 192 page book that is indispensable for any westerner doing or wishing to do business in Korea. The book is replete with mistakes that have been made by westerners and the means of correcting them, or better yet, not making them in the first place." WowAsIs.com blog  
About the Author  
Boye Lafayette De Mente has been involved with Japan, China, and Korea since the late 1940s as a member of a U.S. intelligence agency, student, trade journalist, editor, and author working out of Tokyo, Seoul, Hong Kong, and Singapore. He is a graduate of Jochi University in Tokyo and The American Institute for Foreign Trade (now Thunderbird: The School of Global Management). His 70-plus books include *Japan's Cultural Code Words*, *Business*

Guide to Japan, and Japan Unmasked.