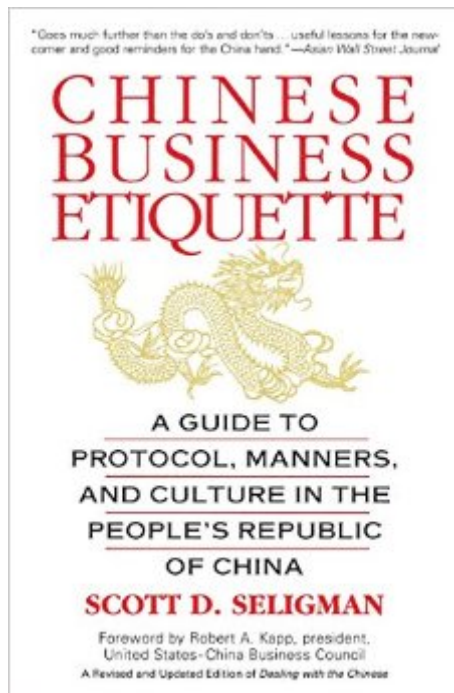


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# Chinese Business Etiquette: A Guide To Protocol, Manners, And Culture In The People's Republic Of China



## Synopsis

East-West business is booming as thousands of people flock to China. The author, with 25 years of experience dealing with the Chinese, provides up-to-date advice on how to succeed, avoid gaffes, interpret behaviour and make positive impressions.

## Book Information

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## Customer Reviews

Scott D. Seligman brings his considerable experience working and living in China to this revised and updated edition of his classic guide. James McGregor, the former chairman of the American Chamber of Commerce in China, said the original classic, "should be a mandatory carry-on item for all business travelers to China." More than a how-to, this is an updated, candid, and thorough tour of protocol, manners, and culture. It delves deeply into the reasons for Chinese behaviors, and shows how you can deal effectively with any business or social situation. We at getAbstract recommend this book to anyone visiting or working in China, or dealing with the Chinese professionally or socially in any country.

I have been to various regions in China throughout the last five years and find that much of this book is outdated (esp. in the context of mega-cities like Shanghai). However, the author does give some valuable insight into the reasons for some of the more enduring problems which Westerners have in China. At least it will allow you to be a bit more inspective of your own behavior and those around you.. Do choose a few companion books if you want a well-rounded view of modern China

Very clear and easy to understand, I recommend that any business traveler to Asia read this to avoid social faux pas. I also recommend that they read "New Asian Emperors" by George Haley to understand how their potential partners or competitors may think.

If you're planning on doing some business in China and are unfamiliar with Chinese customs- do yourself a favor and read this book. Concise, well written and informative, Chinese Business Etiquette is a good introduction to getting by in the Middle Kingdom. Besides helping you to do business in China, this book can also prevent you from looking like a complete moron in a Chinese social situation.

This focus of this book is to help westerners who intend to conduct business in China - however you will enjoy reading it whether you're visiting China for business or pleasure and even if you desire simply to get greater insight into Chinese worldview and not only the appropriate way to act in different situations, but also some historical and social background which governs the way Chinese people think and act. Some actions that may have seemed strange or perhaps even offensive, won't seem that way in this new light, when you manage to look at the world a little bit thorough the eyes of a Chinese person. Having an insight into another culture helps to broaden one's horizons as well as to prevent misunderstandings and open the way to harmonious relationships - both personal and professional. The book is filled with numerous stories from the author's past experiences and the experiences of others which help to illustrate the points the author is making. The book is not only very informative, insightful and practical, it is also very entertaining to read.

I was involved in negotiating a huge deal with a Chinese based company and could not help but feel there were many things our potential client left unsaid. I read this book overnight and the next day saw an immediate improvement in understanding on both sides of the table. I can honestly say I don't think I would of won their business if I did not find & read this book. I highly recommended this book to everyone else getting involved with the client (after we closed the deal) and everyone raved about how insightful and helpful it is. My book got passed around so often it became lost to me and I ordered another copy to use as a reference. **BUY THIS BOOK!**

This is a great book for someone who has to work or interact in a Chinese setting. I think that if you have not worked in East Asia before this will provide some valuable perspective for working in China or with an Chinese company. I do see that some of the ideas of the rigidity of Chinese etiquette to

be changing with the years, but this is still a helpful resource. I remember that when working over there we encountered some 'impossible' problems that resolved themselves at the 11th hour. I was prepared for these problems because of this book while colleagues who did not research were taken aback. Hopefully an updated edition will be available as there still needs to be a workplace culture guide for dealings with China.

The book is a good primer for anyone looking to conduct business in China. The book itself is getting dated, and the Chinese are becoming more Westernized in their business interactions. However, it cannot be understated that any attempt by a Western business executive to show respect for the traditions, history and culture of China will go a long way to building *guangxi*. While many of the customs and the banqueting are going to vary in intensity as you move out of Shanghai, Shenzhen and Beijing to the other cities that are less Westernized, the fundamental cultural elements of respect, face, influence and dealing with local influencers are foundationally universal. A worthwhile read before heading to China on business.

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