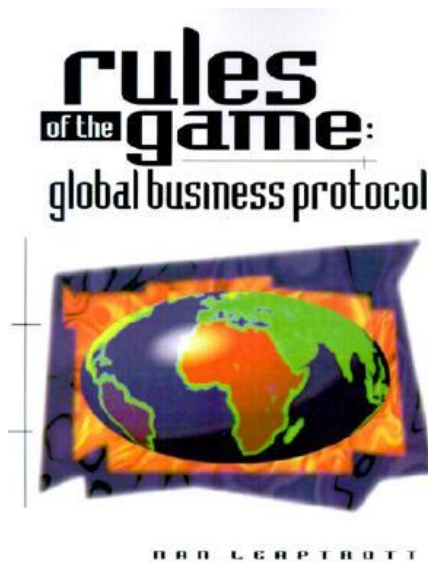




Rules of the Game: Global Business Protocol

Nan Leaptrott

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"Rules of the Game: Global Business Protocol" is an essential tool for any businessperson in today's global business environment. Author Nan Leaptrott has applied her years of global business experience to present a simple, practical methodology for understanding cultural interaction today. "Rules of the Game" takes you beyond the "dos" and don't's of international business customs to the rationale and reasoning behind these actions. You'll examine the fundamental motivating factors for each culture, and the rules of behavior that stem from them. With this thorough understanding of protocol and etiquette, you'll have the confidence to approach any culture and act consistently and effectively in all areas of business transactions. Only "Rules of the Game" examines: * Points of protocol for specific countries and regions, and what purposes they serve. * How to deduce the proper protocol when you encounter a new situation. * How to develop an effective game plan for any business interaction. * The three fundamental world cultures and how to recognize them. * The basic motivating factors for each culture. * How to develop a character profile for the person with whom you will meet.

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