



Intelligent Businessman's Guide to Japan

Jon P Alston

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This Japanese business guide contains insider's tips that will make dealings with the Japanese both manageable and successful.

For Westerners dealing with Japanese, simple differences in business practices can be troublesome obstacles to successful negotiation. They need not be according to sociologist Jon P. Alston. In this informed and straightforward presentation, Alston describes common Japanese rules for social interaction, and shows how foreigners who understand them can put this knowledge to profitable use. In such chapters as:

- Establishing a Personal Relationship
- Closing the Deal
- Maintaining Contact

Alston explains Japanese expectations and the importance placed on preparation, form, and follow-up. For those planning their first intercultural deal as well as for experienced negotiations, *The Intelligent Businessman's Guide to Japan* is an invaluable aid for acquiring the extra edge that leads to business success.

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