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Acknowledgements; Note; Dedication; Map of Taiwan; Chapter 1 First Impressions; First Impressions Today; Chapter 2 The History of the First

'Little Tiger'; Early Settlers; The Chinese; The Europeans Arrive;

Japanese Colonialisation; Uncle Sam's Turn; Taiwan On Its Own; The Weight of Tradition; Confucianism; Buddhism; Taoism; Animism and Other Spirits; Chapter 3 The Taiwanese; Face: Give and You Shall Receive; Ren Qing Wei-The Key to Your Happiness; The Taoist Worldview and its Influence on Taiwanese; Medicine and Health

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Clothes; Convenience Stores and Banking; The Three M's;

Transportation; Navigation; Public Facilities and Associations

Staying Healthy and Handling EmergenciesHealth; Child Safety; Crime; Forces of Nature; Chapter 6 Cuisine of Ilha Formosa; The Meals of the Day; Regional Styles; The Bizarre, the Macho and the Illegal; Tea Time;

Dining Out; Banquets; Chapter 7 Enjoying Taiwan; Entertainment; Festivals and Holidays: Hobbies to Enjoy: The Sights and Must-Sees of the Ilha Formosa; Getting Out of Taiwan; Chapter 8 Language; Mandarin; Taiwanese; What to Learn?; Ways to Learn; The Written Word; Names; Chapter 9 Business-The Meaning of Life; The Economy of Taiwan; Land of the Entrepreneur; All in the Family An Appointment with a Typical Taiwanese CompanyNetworking Taiwanese-style; Managing Taiwanese Staff; Business Safeguards; Business Socialising and Entertainment; Chapter 10 Taiwan at a Glance; Famous People; Places of Interest; Culture Quiz; Do's and Don'ts; Glossary; Resource Guide; Further Reading; About the Authors; Index CultureShock! Taiwan is full of helpful advice on what to expect when you settle into the country and how to enjoy your stay in the country. This book shares insights into understanding Taiwanese traditions and values as well as the lifestyles of the Taiwanese and how to relate to them as friends and in business. Learn more about the main motivations and attitudes that shape the culture of the people and what you should do in order to build more lasting relationships with them.

Also included is useful information on finding a home, understanding

the language, handling tricky business negotiati

## Sommario/riassunto