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Soggetti	Business etiquette - China Corporate culture - China International business enterprises - China Success in business - China China Social life and customs Handbooks, manuals, etc
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Nota di bibliografia	Includes bibliographical references (p. 127).
Nota di contenuto	Contents; Meeting your Chinese Business Associates; Presentations; Negotiating in China; Socialising and Gift Giving; Useful information
Sommario/riassunto	This is a quick and handy guide that takes you through the basics of Chinese etiquette and gives an insight into the way Chinese executives approach negotiations with foreign companies. An essential primer, its no-nonsense approach will show you how to prepare and conduct yourself in order to significantly increase your success rate when doing business in China.