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INTRODUCTION A Journey of Passion From Etiquette to Inter-Cultural Exchange A Questioning Framework Why These Asian Countries? How This Book is Structured Self-Awareness Profiles Business Is Relationships From Theory to Practice CHAPTER ONE: A QUESTION OF CULTURE Why this why now? Who are "Americans"? CHAPTER TWO: EXPLORING HOW WE THINK Thinking Is Not Universal Relationships Are Dynamic No "Universal" Thinking CHAPTER THREE: FIRST, WHO ARE YOU, U.S.A.? Introduction Quiz BUSINESS CULTURE, ETIQUETTE AND CUSTOMS Eight Question Framework The Journey Continues... CHAPTER FOUR:

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