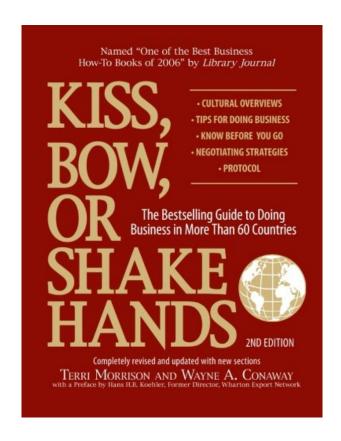
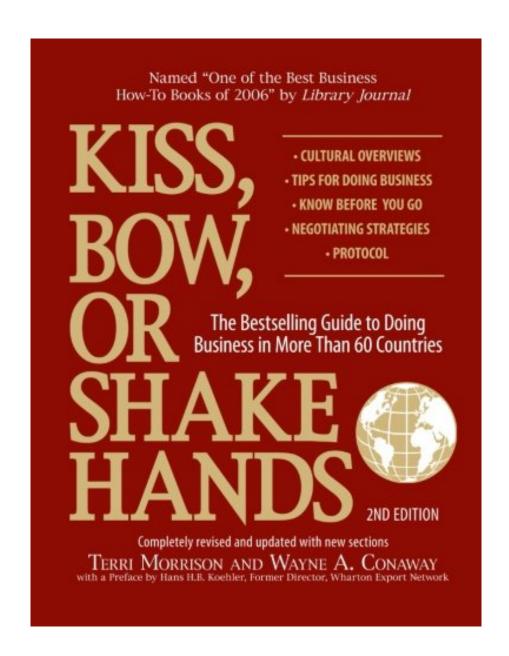
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#### About the Author

Terri Morrison is president of Getting Through Customs, Inc., the most recognized Internet product and training firm for global business travelers. Her clients include multinationals such as AT&T, IBM, and DuPont, and universities such as Cornell, Harvard, and Oxford. She conducts seminars in intercultural communications and has written for many publications, including American Airlines' magazine American Way, Swissair's Gazette, and Industry Week online. She has appeared on CNN, CNBC, Charlie Rose, Bloomberg, and repeatedly on NPR. She has been profiled and quoted in the Wall Street Journal, Asia Times, ComputerWorld, Investor's Weekly, Fast Company, USA Today, and Fortune magazine. She lives in Newtown Square, PA.

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#### Your Passport to International Business Etiquette

The most authoritative and comprehensive text of its kind, Kiss, Bow, or Shake Hands, 2nd Edition is your must-have guide to proper international business protocol. With countries such as China and India taking on a more significant role in the global business landscape, you can't afford not to know the practices, customs, and philosophies of other countries.

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• 592 pages

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#### About the Author

Terri Morrison is president of Getting Through Customs, Inc., the most recognized Internet product and training firm for global business travelers. Her clients include multinationals such as AT&T, IBM, and DuPont, and universities such as Cornell, Harvard, and Oxford. She conducts seminars in intercultural communications and has written for many publications, including American Airlines' magazine American Way, Swissair's Gazette, and Industry Week online. She has appeared on CNN, CNBC, Charlie Rose, Bloomberg, and repeatedly on NPR. She has been profiled and quoted in the Wall Street Journal, Asia Times, ComputerWorld, Investor's Weekly, Fast Company, USA Today, and Fortune magazine. She lives in Newtown Square, PA.

#### Most helpful customer reviews

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Perfect for Modern Business Traveler

By sachin

Bought this book because it was recommended by a guest speaker in the class. I just read about the country I really know about and it seems like the author has really done his homework. The minute details are covered about culture and traits which you will not find in any talk show or 'polished' publications but so significantly important when doing business in foreign country. For example, don't say "Thank you" to Indians after they serve you a meal... It's a form of repayment, almost an insult and doesn't build relationship. Rather, invite your host for the same hospitality. That's how you build business relationships!! Also, Brazilians tend to be more analytical than their Latin American counterparts! Or you have to print your business cards in Portuguese and English when doing business in Brazil. They aren't too thrilled about being talked to in Spanish!! They don't consider themselves Hispanic! I found it cool to know...

0 of 0 people found the following review helpful.

Highly recommend

By Opinion

GREAT tool ~ true to cultures, very useful personally & professionally. For anyone struggling, or upset with other people of another culture this really helps understand them. I have heard people share how hurt they were by others, or want to change others. What they didn't understand is the cultural difference, that it's not about them, and how very very different we all are based on what we know. It could really help not just show respect business wise, but help relationships if a person is open enough to listen & learn.

2 of 2 people found the following review helpful.

Kiss, Bow or Shake Hands

By Captain Annie

This book was absolutely interesting. Since I had been in the real estate business and we had many foreign buyers interested in real estate in this area, you need to know the proper etiquette when working with them to find a house or commercial building. This book has it all.

A copy should be sent to the President since he doesn't seem to know how and when to book, or it should be sent to the WH protocol office.

Something as simple as a "thumbs up" which means okay to us, means something else to many foreign people. Gestures, conversational tips, hand shaking, clothes that you are wearing. In one country they will put down what you are wearing -- in jest.

Even if you are not working with foreign clients, it is an interesting book and you can learn so much about other peoples and their customs. It also teaches you what to expect as to how they treat and think about us. Some did not like dealing with a female real estate associate, so I would have to work through a male associate -- and of course share my profits!

Fascinating read!

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