



Kiss, Bow, or Shake Hands: Sales and Marketing : The Essential Cultural Guide from Presentations and Promotions to Communicating and Closing

By Terri Morrison, Wayne A. Conway

McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, Kiss, Bow, or Shake Hands: Sales and Marketing : The Essential Cultural Guide from Presentations and Promotions to Communicating and Closing, Terri Morrison, Wayne A. Conway, How do you break the ice in the UAE? When do you present a contract in China? How close should you stand to a South Korean? Kiss, Bow, or Shake Hands: Sales and Marketing is an informative, entertaining guide that shows you what to do--and what to avoid--in any given sales or marketing situation, from Argentina to South Africa. It provides the expert knowledge you need to gather data in diverse cultures, properly present your products, and close deals around the world. "As the global community comes closer together, Kiss, Bow, or Shake Hands: Sales & Marketing will be a valuable resource to every person in every industry around the world." --Gil A. Cardon, Convention Manager, Japan National Tourism Organization "Just as you can be a connoisseur of wine, Kiss, Bow or Shake Hands: Sales and Marketing can help make you a connoisseur of cultures, philosophies, business behaviors, and social practices. Read it not just for work, but for the human side as well." ...



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Kiss, Bow, or Shake Hands, Sales and Marketing: The Essential Cultural Guide•From Presentations and Promotions to Communicating and Closing. Author : Terri Morrison,Wayne A. Conaway. Publisher : McGraw Hill Education.Â It provides the expert knowledge you need to gather data in diverse cultures, properly present your products, and close deals around the world. Kiss, Bow, or Shake Hands: Sales & Marketing addresses such topics as: Acceptable/unceptable icebreakers. Typical physical distances during greetings. Key phrases in foreign languages. Coordinating conference calls. Time zones and important dates. Negotiating, public speaking and presentations. Humor. Gestures and body language. Table of Contents. Her next book Kiss, Bow, or Shake Hands, Sales and Marketing: The Essential Cultural Guide•From Presentations and Promotions to Communicating and Closing, comes out in November. Here are a few of her tips for Europe and Asia. Northern Europe. Businesspersons here are known for their formality. When you first meet, shake hands with a firm grip and look them straight in the eye, Morrison recommends. Donâ€™t be surprised if they introduce themselves by their last name only and refer to you the same way. âœThey rarely like to use first names unless they know you personally,â€ she adds. Once introduced

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