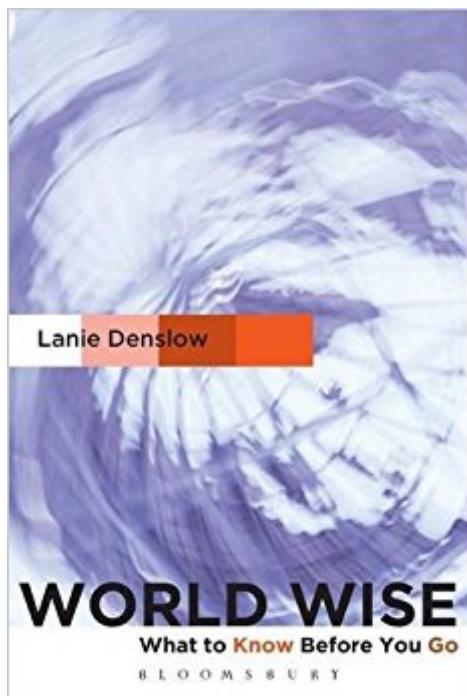


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# World Wise: What To Know Before You Go



## **Synopsis**

Targeting the global business practitioner, this book bridges the gap between buttoned-up culture textbooks and flippant how-to guides about global business and communication. *World Wise* covers topics ranging from general etiquette to business philosophies in specific regions of the world. It is suitable both for the seasoned professional involved in international business, hoping to sharpen skills, and the newcomer to the global business scene. Denslow seeks to help the reader overcome common cultural misunderstandings and establish effective working relationships around the world.

## **Book Information**

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## **Customer Reviews**

Lanie Denslow has taught International Business and Business Policies for Global Trade at the Fashion Institute of Design and Merchandising in California, and worked as an International Business Development Consultant for Macy's. A few of her professional affiliations include the Foreign Trade Association of LA, Women in International Trade and the British American Business Council. She has written for British Trade and Investment and authored other works relating to international business.

This is the perfect book if you are planning to travel to another country but even more so if you are planning to do business with another country! It's a great resource on other cultures and their people. Not everyone thinks like we do and this will help you even out the differences. I would give it more stars if I could!

Great advice for the international traveler. I especially enjoyed the brief histories given for each region. It truly helps to have some knowledge of the events and experiences that formed the culture, and how that might relate to some of the actions and motivations today. The examples given open your mind to consider that what actions that might be "natural" or "proper" or "taken for granted" here at home may be construed differently abroad. I also appreciate the list of references should I wish to do more in depth research. In short, the book is very well written in a natural, friendly tone that makes it a pleasure to read.

I have lived in Israel, Guatemala and Germany and think it would be useful for people who are going to travel or live in another place to read this book. Lanie points out so many small but extremely important cultural differences, such as conversational formalities and body language, and how being familiar with these nuances can make or break a business deal or greatly affect how one is treated in another country. This book will help the seasoned traveller and the novice to remember to think outside of his/her own world when embarking on an international trip.

Full of practical information from beginning to the end. The opening quotes for each chapter "I Wish I'd Known" and "I Wish They Knew" highlight the importance of becoming familiar with a country's culture before traveling or embarking on a business venture outside of the US. I laughed out loud at times ( and hope to avoid some faux pauxs made by others). A good book to read before traveling or while on the plane!!

Useful whether you travel the world, or navigate the world at home through the web, e-mail, and phone. The short interviews, comments, stories and observations from people around the world that begin and end chapter, and are interwoven throughout the text, powerfully illustrate the key points. A lively and fun read. Easy way to understand history and business throughout the world.

Superb! Every organization that is interested in professional growth for their leaders should read this!

This book is indespensible if you are engaged in or plan to do business outside of the United States. Being aware and putting into practice the cultural nuances of the host country in which you are doing business is essential to a successful outcome. I appalaud the work that went into this book so that I was able to reap the benefits.

This book was required for a class at my university. I ordered it and it arrived in less than a week, which was perfect. The book is actually really interesting and it great for business people who are looking to expand their business internationally. It would also be helpful for people traveling outside the U.S.

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