

## **Useful books for International Trade**

### **Getting Along with the Chinese for Fun and Profit**

*By Fred Schneider*

*Published by Asia 2000 Ltd*

*ISBN 962 716019 9*

*Light hearted and highly readable*

### **Cross-Cultural Team Building**

*By Mel Berger*

*Published by McGraw-Hill Publishing Company*

*ISBN 007 707919 1*

*Guidelines for more effective communication and negotiation. Mostly general information but with specific chapters on Hungary, training Germans and Americans in conflict management, team building in Asia and intercultural team building in the USA.*

### **The Asian Mind Game**

*By Chin-Ning Chu*

*Published by Rawson Associates*

*ISBN 0-89256-352-4*

*A Westerner's survival manual to unlock the hidden agenda of the Asian business culture, revealing deep secrets of the Asian psyche, particularly concentrating on China, Japan and Korea.*

### **Kiss Bow or Shake Hands**

*By Terri Morrison, Wayne A. Conaway, and George A. Borden*

*Published by Adams Media Corporation*

*ISBN 1-55850-444-3*

*A manual with an introduction to 60 countries. Written from a very American perspective. Useful as a general introduction.*

### **Mind Your Manners**

*By John Mole*

*Published by Nicholas Brealey Publishing Ltd.*

*ISBN 1 85788 000 5*

### **Negotiate Anywhere!**

*By Gavin Kennedy*

*Published by Arrow Books Ltd*

*ISBN 0 09 947120 5*

*An easy-to-read general book (though getting rather old now) with lots of self-assessments and special chapters on the Russians, Japanese, Chinese, Europeans, Arabs, Americans and South Americans.*

**A Year in the Merde**

*By Stephen Clarke*

*Published by Black Swan*

*ISBN 0552772968*

*A rather quirky, irreverent look at living in Paris in the form of a story, but with some interesting insights into French culture. Particularly good if you are young, single and male!*

**Languages in International Business**

*By Doug Embleton and Stephen Hagen*

*Published by Hodder & Stoughton*

*ISBN 0 340 56790 2*

*A practical guide to using languages including strategy, audits, different types of training with their advantages and disadvantages, case studies, translating and interpreting and publicity material. Printed in 1992, it is still available, but the parts on technology will be very out of date. It's a pity it has not been updated.*

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