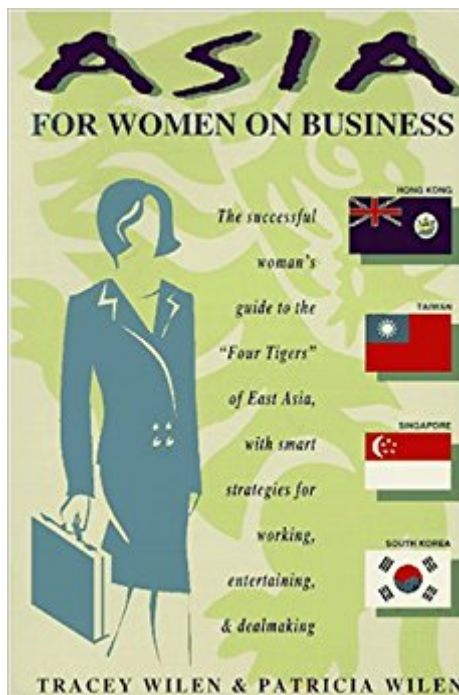




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# Asia For Women On Business: Hong Kong, Taiwan, Singapore, And South Korea



## Synopsis

More and more professional women are traveling to Asia's 'Four Tigers,' the new industrial and economic powerhouses of Hong Kong, Taiwan, Singapore, and South Korea. But the region's traditional attitudes about 'a woman's place' can still pose special problems. This practical handbook helps counteract these attitudes to bolster the visiting businesswoman's authority and effectiveness. Extensive checklists summarize winning strategies for negotiating, dining, attending meetings, and handling 'awkward' situations. Also included are travel tips and overviews of business and entertainment protocol in each country, as well as advice on presentations and personal safety.

## Book Information

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## Customer Reviews

Asia has the fastest growing economy on the globe, so it's no surprise that professional women are traveling there with greater frequency. But doing business in Asia is a delicate balancing act for a woman, since the region's traditional attitudes about a "woman's place" can pose special problems. In *Asia for Women on Business*, authors Tracey Wilen and Patricia Wilen try to give their readers some sound practical advice on cracking the culture barrier. The focus of this book is on "the Four Tigers": Hong Kong, Singapore, Taiwan, and South Korea; the first three chapters give overviews of the four countries in terms of culture shock, doing business, and after-hours entertainment. Chapter 4 presents strategies for handling discrimination and sexual harassment, while chapter 5 discusses the importance of dining, a huge part of doing business in Asia. The rest of the book is divided into chapters that deal with the Four Tigers individually. Each of these chapters contains anecdotes from women who have conducted business in the country, general rules of etiquette that cover business,

dining, and gift-giving, and a list of recommended hotels, restaurants, and nightspots. There's also information about safety, transportation, and sightseeing. So before you head out on that next business trip to Asia, pick up a copy of Asia for Women on Business.

"Travelers will find this reference helpful in understanding the traditional practices and the reasons behind them." -Asia Week -- Asia Week  
"Travelers will find this reference helpful in understanding the traditional practices and the reasons behind them." -Asia Week -- Review

Very informative. well researched.

Book covers aspects of travel for women in business that are neglected elsewhere. I found it right on in most instances and extremely helpful. Even, as a male. My wives and colleagues agree wholeheartedly.

Our consulting staff recommends this book to all business women travelling to Hong Kong, Singapore, Taiwan and South Korea. For each country, it covers rules of business and social etiquette, gift-giving, how to handle what westerners consider to be sexual harassment, a list of recommended hotels, restaurants and "in" nightspots, and helpful suggestions on how to conduct business successfully in the local culture. Truly a bargain at this price. John R. Jagoe, Director, Export Institute.

I studied this book for 2 weeks before my first trip to Korea and Hong Kong. Wow! Very informative with lots of basic but important details about meeting rituals, business card etiquette and tons more! My Boss who has been traveling to Asia for 16 years wants a copy of this fabulous book!

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