

Business Cultures Across the World

A Practical Guide

ERWAN HENRY'S latest book titled "*Business Cultures Across the World*" is truly a practical guide. The book is filled with useful information in an easy-to-read and engaging format. According to Erwan, the book is the result of 30 years of international business, travelling in over 70 countries with hands-on management practice in 25 countries.

An explanation of the book's purpose was taken from its Forward, as written by Erwan:

The aim of this guide is therefore to provide a simple, easily accessible and functional perspective for executives engaged in international business. I shall start by underlining the deep, far-reaching influence of business cultures in the way people behave and interact at work. Then I shall look at the unique features and striking differences between the various families of business culture, to which most national patterns can be linked. My aim is to greatly facilitate the work of executives and reduce stress, when travelling to unfamiliar countries or targeting new markets. Lastly, I shall highlight the buttons to press, to get things done.

The book covers five key cultures which are further broken down into subcategories.

Anglo-Saxon Business Culture

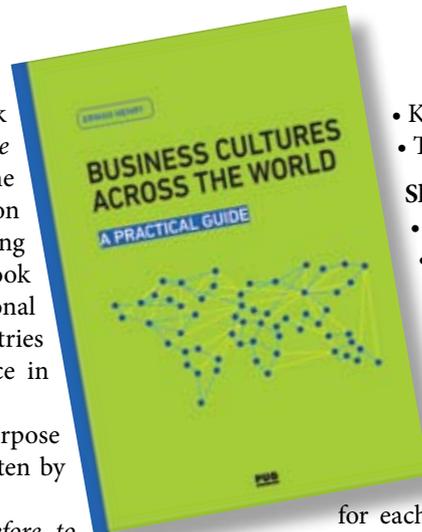
- American
- British
- German
- Scandinavian and Dutch

Latin Business Culture

- Brazilian
- French
- Italian
- Mexican
- Spain and Hispanic America

Asian Business Culture

- Chinese
- Indian
- Indonesian
- Japanese



- Korean
- Thai

Slav Business Culture

- Polish
- Russian

Other Business Cultures

- Arab
- Sub-Saharan Africa
- Turkish

A particularly helpful aspect of the book is the "Doing Business Takeaways" that are provided for each business culture. These sections are organized into:

- What You Need to Know
- What Does that Mean?
- Which Button to Press
- Handling Negotiations
- Women in Business
- Business Meeting
- Things to Avoid

Again, the information in these sections is concise and useful. For example, "What Does that Mean?" explains the meaning of **Yes** and **No** in several cultures that differs from their literal translation in Anglo-Saxon business cultures. In Mexico, "Si" (yes) means "possibly" or "why not." In France, "Non" (no) is a common first answer to a request. "It is a kind of precautionary principle, 'better to say no and keep all options open, rather than make a commitment I may regret later,'" wrote Erwan. As you can see, this will be valuable information when negotiating a business transaction.

The book is available from the European Amazon at 18,00 € and from PUG (the publishing house) at www.pug.fr/produit/1651/9782706142949/business-cultures-across-the-world. In addition to the hard copy, PUB offers eight e-versions at various prices. ●

About Erwan Henry

Erwan is a global business developer. He has worked all over the world in senior corporate positions. He lectures on Executive MBA courses in Asia, Brazil, Russia and Europe. Erwan also has written five editions of the *Shot Blasting and Metallic Abrasives Global Study*. He may be reached at erwan.henry@yahoo.com.