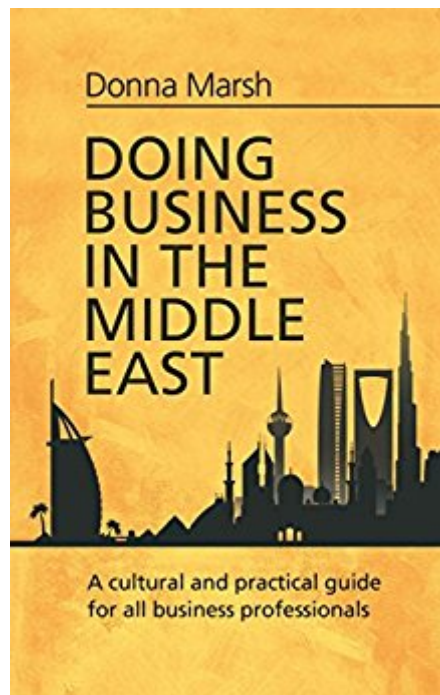


The book was found

Doing Business In The Middle East: A Cultural And Practical Guide For All Business Professionals



Synopsis

This book is necessary reading for all professionals working in the Middle East and North Africa, it includes: the practical impact of Islam on business; safety and security in the region; business etiquette; political and social do's and don'ts and the practicalities of doing business - from the initial visit to establishing productive working relationships, including opening an office in the region. It also focuses on issues of particular importance to all businesswomen, and for men who might be working with Arab and Muslim women.

Book Information

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Customer Reviews

Wow! I wish I had read this a few years ago when I started traveling to MENA. It contains quite a bit of helpful information for both men and women travelers. The author obviously speaks from significant experience. This book is gold and will definitely be used on my team at work. One small note: if this will be your first time going to the Middle East and/or you're just not that familiar with the region, have a map handy and be willing to stop what you're reading in the book to do a quick check online. There are a lot of possibly unfamiliar names if you're new to this, and the book isn't trying to give an in-depth history lesson. Using a reference source while you read to learn about past and recent events in a country can enhance your experience and will give you a LOT more help in your

work.

This was an excellent book. It goes over everything that you need to know for doing business in the Middle East. It covers religion, politics, culture, proper behaviors, along with many other business strategies. It covers all of the Middle Eastern countries (except Israel) in depth and provides extensive information on all of them. This is an ideal book not only for business professionals, but for anyone who wants to learn more about the Middle East in general. It is full of facts and good information. It does not disappoint.

This book has a lot of great advice for anyone of any size business that wishes to do business in the Middle East. I knew some of this. It was very helpful and informative. It may have saved me a ton of money.

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