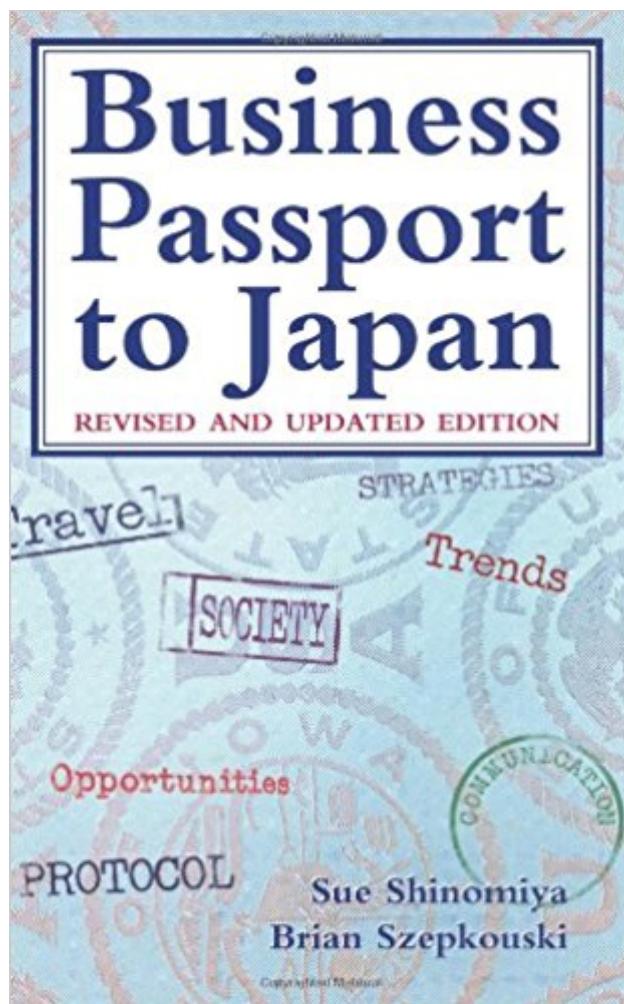


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# Business Passport To Japan: Revised And Updated Edition



## **Synopsis**

This updated guide offers a fresh, interactive approach to doing business in Japan by presenting practical tips in an easy-to-read format. It goes beyond the logistical details of meetings, courtesy, and protocol to uncover the thought processes and cultural values behind the behaviors and situations readers may encounter—especially those that are changing as Japan's corporate culture gives way to a younger, laid-back, and more Internet-savvy workforce. Throughout the guide, readers are encouraged to take the long view to develop lasting successes. Indispensable for newcomers and veterans alike. Sue Shinomiya (Portland, OR) and Brian Szepkouski (New York City area) are consultants with extensive experience working in Japan.

## **Book Information**

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## **Customer Reviews**

A business consultant, corporate trainer, coach, webinar leader and entrepreneur specializing in global business effectiveness. 20 years in the field, 9 years working and living in Japan, and 6 years on-site at Intel, Japan. Clients include Nike, Microsoft, Gap, NEC, Hitachi, Starbucks. Board member of SIETAR USA. Intercultural consultant/executive coach working with companies worldwide. Assists companies with global expansion to Asia. MA in HR Development and worked as a PR executive for Japanese and American corporations. Lived in Japan, studied at Tokyo University as a Rotary scholar, and taught at a high school in northern Japan. Ex-deputy director public affairs for Japan Society NY.

I have started discussing to start operations in Japan and felt that I needed to better understand my

various contacts and meetings. I found this book just by browsing and have read it very fast. It is clear, well structured and full of sound advices, no need for more. I feel more confident I can analyse what has happened so far in my discussions and feel that I have a better grasp of what to do. Recommended.

This is a terrific and practical book for travel in Japan. The book contains very interesting facts and recommendations for working in Japan. I highly recommend it.

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