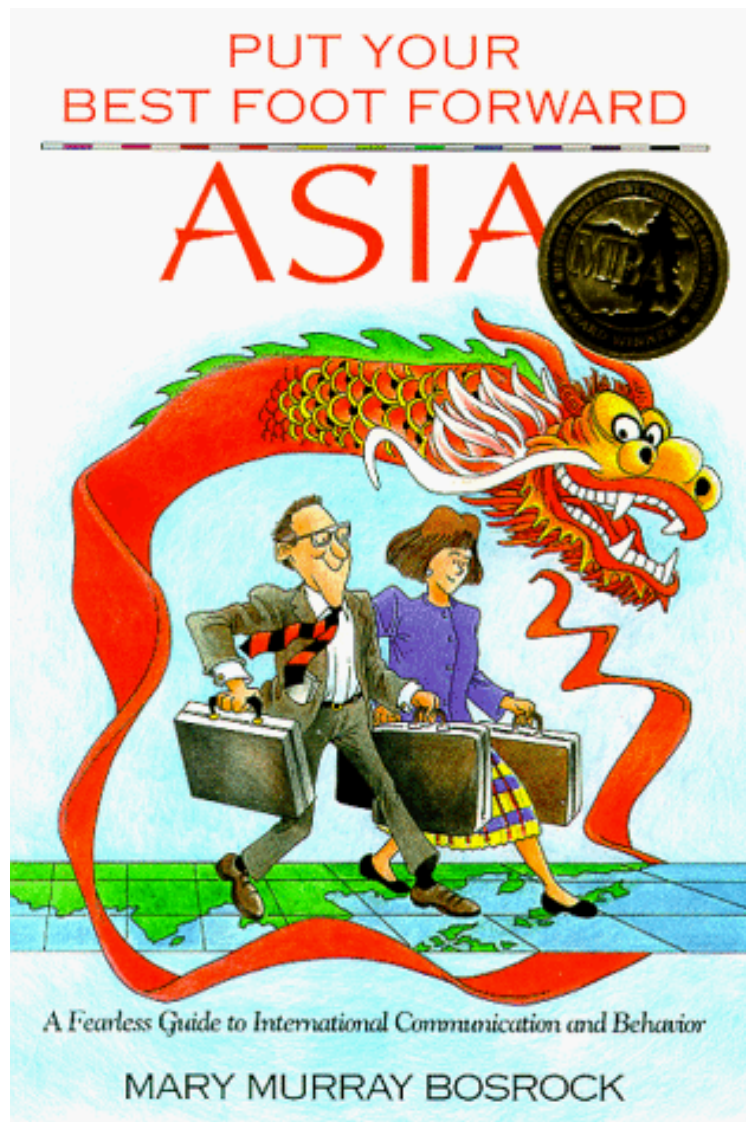


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## Put Your Best Foot Forward Asia: A Fearless Guide to International Communication and Behavior

Mary M. Bosrock

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**Mary M. Bosrock : Put Your Best Foot Forward Asia: A Fearless Guide to International Communication and Behavior** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Put Your Best Foot Forward Asia: A Fearless Guide to International Communication and Behavior:

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AsiaBy Mariette VedderMary Murray Bosrock did an excellent job in putting together a series of Put Your Best Foot Forward. This is about Asia and I am lucky to have the Mexico/Canada, Russia and South America version as well.It was in the 90s when my husband and I were very active International Consultants in the Mushroom Industry, conducting seminars world wide and lecturing at congresses. At that time Northwest Airlines offered it to their loyal customers as a complete set. It did certainly underwrite in many ways what we've already implemented along the way; nice to have that assurance from a professional as Mary Murray Bosrock herself!When I became a chaperon to some six students going to our sister city of Osaka in Japan it once again proved handy. We did use her knowledge to prepare the students for the trip.A dear friend of mine, teacher at the Kandinsky college in The Netherlands, took a copy home to prepare herself for the trip to China, Japan, North and South Korea etc.It is the very best and most complete work I've come across to; especially the subject body language I love!MariettesBacktoBasics0 of 0 people found the following review helpful. Increase your knowledge in cross-cultural interaction and conversation!By Jed EnriquezAsia: A Fearless Guide to International Communication and Behavior will definitely help you understand of the Asian culture. I recommend this.0 of 0 people found the following review helpful. Straight to the gist of the matterBy Andrea MencariniClear, insightful and above all concise. It's definitely a must-to-read for anyone involved in negotiations at international level. Personally, having several years of international sale experience in Asia, I've found it realistic and totally accurate. At the same time this book has given even me a deeper knowledge of that acquired on field.Mr. Andrea Mencarini - Sales Manager Asian African Markets

Put Your Best Foot Forward Asia won the 1995 Best Business Book award from the Midwest Independent Publisher's Association.

"As the business opportunities in Asia grow, so does the competition. In Asia, perhaps more than any other region in the world, being competitive means understanding the local cultures. Mary Bosrock provides a helpful guide to understanding Asia." -- Walter F. Mondale, Former Vice President of the United States and Ambassador to Japan"Asia is often seen as the land of mystery. For the rest of this century and into the next, it is the land of business opportunity. Mary's book will help you to solve the mystery and seize the opportunity." -- Harry A. Hammerly, Executive Vice President, 3M Company"Companies like Honeywell are built around human relationships that allow us to serve customers wherever we find them on the globe. And, no matter how sophisticated we believe we have become as global citizens, basic courtesy from one person to another is still the primary language of business. Mary Bosrock's book, Put Your Best Foot Forward - Asia, is an excellent example of how to relate to our global citizens." -- Michael R. Bonsignore, Chairman and CEO, Honeywell, Inc."Put Your Best Foot Forward-but watch your step. Compatible advice for the entrepreneur in Asia. Mary Bosrock's book will keep you-in the words of the Jesuit sermon-on the straight and narrow path between right and wrong." -- Dr. Anthony J. F. O'Reilly Chairman, President and CEO, H. J. Heinz Company"This book will be invaluable to Americans who travel to and do business in Asia. It gives practical guidance for most business and social situations. I plan to have it with me on my next trip." -- Frank Skillern, CEO, American Express Century BankGift buying for business travelers doesn't have to be limited to luggage... Here are some gift suggestions that travelers will want to take along rather than leave behind:... Put Your Best Foot Forward is a four-book series for travelers who frequent Asia, Europe, Mexico, Canada and Russia and want helpful guidance on customs and etiquette. Author Mary Murray Bosrock is a former international editor of Foreign Trade magazine who has traveled and worked in foreign countries for 20 years. Says Anthony J.F. O'Reilly, chairman, president and CEO of H.J. Heinz on the Asia book: "Mary Bosrock's book will keep you, in the words of the Jesuit sermon, on the straight and narrow path between right and wrong." -- USA Today, Money section, November 28, 1995From the PublisherPut Your Best Foot Forward-Asia won the 1995 Best Business Book award from the Midwest Independent Publisher's Association.From the AuthorCorporate leaders have recognized the need for Americans to increase their global literacy. As more and more countries open their markets to trade with the United States, it has become imperative that American businesspeople know how to conduct themselves in cultures that are very different from our own. The stakes riding on this are high - twenty thousand jobs are created for every billion dollars of American exports. As we approach the twenty-first century, there is going to be an increasing demand for employees with international skills. International Education Systems publishes the Put Your Best Foot Forward books, a series of guides to international communication and behavior. They are designed for Americans who better want to understand-and be understood by-the rest of the world. The books have been used and recommended by experts across the nation. Many leading publications, including USA Today, have recommended the series.