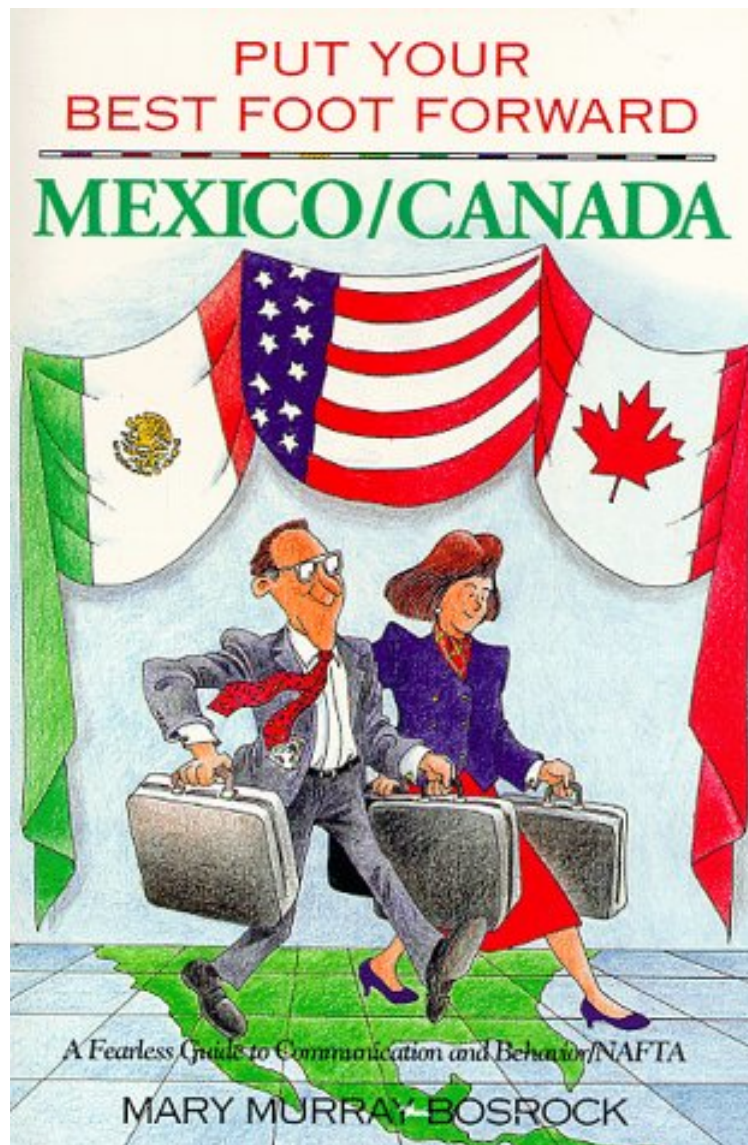


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A guide to communicating with Mexicans and Canadians in business and social situations. Focus on a NAFTA theme. Designed to be simple to read and use, with easily accessible sections organized by country and behavior. Topics covered include Meeting and Greeting, Names and Titles, Corporate Culture, and Especially for Women. Put Your Best Foot Forward-Mexico/Canada is equally helpful for leisure travelers, students, teachers, people in the travel and hospitality industry, and hosts who entertain international guests.

From Scientific AmericanIf you plan to be successful in international business, remember one maxim: think globally, but act locally. No matter what your global business aspirations may be, Mary Bosrock provides the practical guidelines to being sensitive to local customs and culture that are essential to doing business on a worldwide scale. "Put Your Best Foot Forward-Mexico/Canada follows in the footsteps of its highly successful companions Put Your Best Foot Forward-Europe and Put Your Best Foot Forward-Asia. These indispensable guidebooks help us take important steps toward developing a stronger appreciation of our international neighbors, their cultures and business traditions." -- John G. Mott, Partner, Arthur Andersen, International Trade and Business Advisory Services"As stewards of the human side of business, we, as human resource professionals, must shape our organizations into globally competitive companies by ensuring the full utilization of the talents and skills of each employee. We cannot wait for the world to find us. We must forge new paths and break thorough barriers--both geographical and cultural. Mary Bosrock shoes us the way." -- Michael R. Losey, President and CEO, Society for Human Resource Management"If you plan to be successful in international business, remember one maxim: think globally, but act locally. No matter what your global business aspirations may be, Mary Bosrock provides the practical guidelines to being sensitive to local customs and culture that are essential to doing business on a worldwide scale." -- Whitney MacMillan, Chairman of the Board, Cargill"The North American Free Trade Agreement unites Mexico, Canada and the United States in the world's largest free trade area. Put Your Best Foot Forward-Mexico/Canada offers extremely helpful guidance on the customs and etiquette of doing business with our neighbors to the South and the North." -- Carla A. Hills, Chairman and CEO, Hills and CompanyGift 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 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.