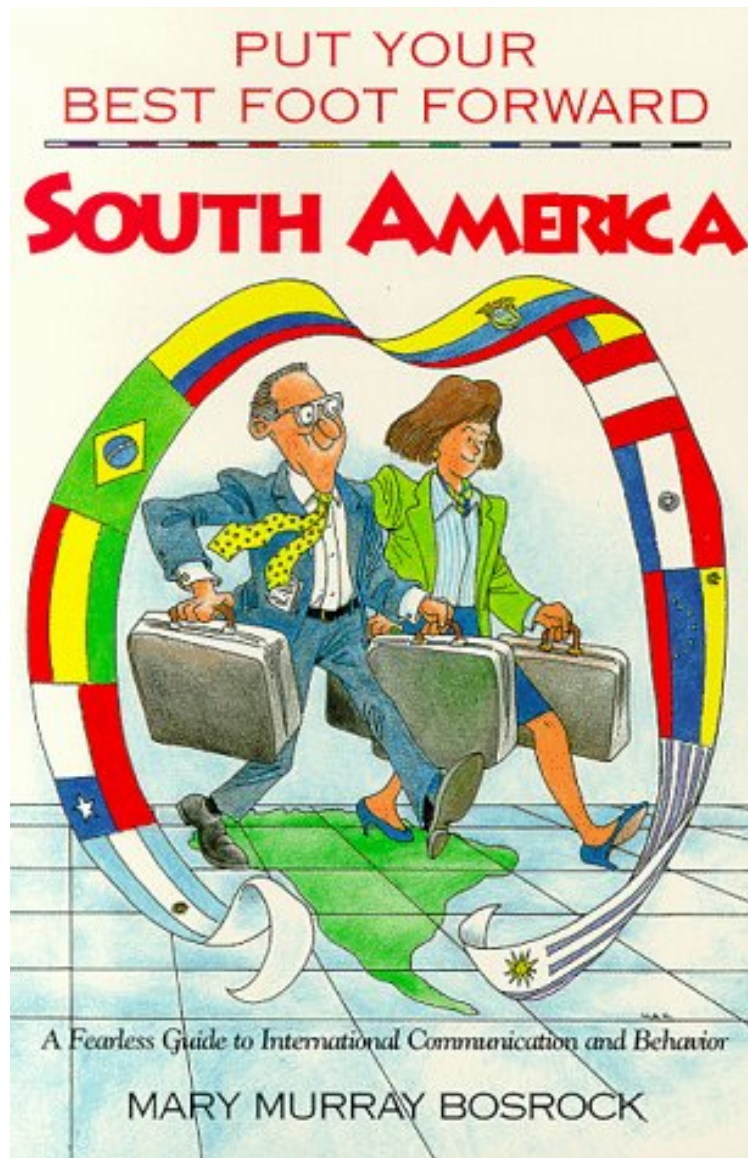


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Put Your Best Foot Forward-South America

Mary Murray Bosrock, Craig MacIntosh
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Mary Murray Bosrock, Craig MacIntosh : Put Your Best Foot Forward-South America before purchasing it in order to gage whether or not it would be worth my time, and all praised Put Your Best Foot Forward-South America:

0 of 0 people found the following review helpful. Reference SeriesBy Janet CherryExcellent resource. I like the format and finding the series wih similar material for other countries. Very helpful for corporate offices where international travel is becoming a regular part of the job.

Unfortunately most North Americans have not paid much attention to or taken time to learn about our neighbors to the South. The United States and the world cannot afford to ignore a continent that is called home by one-fifth of the world's population and is an incredibly rich source of natural resources. This book is a guide to communicating with South Americans in business and social situations. 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-South America is equally helpful for leisure travelers, students, teachers, people in the travel and hospitality industry, and hosts who entertain international guests.

From Library Journal
Bosrock, who wrote the four other books in this series, uses her 20 years' experience working internationally to put forth in a straightforward manner how to communicate with South Americans. She begins by listing the ten commandments and the ten top blunders of visiting South America. General rules for such things as dress, body language, and punctuality follow, and then specific country information including basic statistics. Bosrock has organized her material well and uses headings and subheadings to great effect. She has scattered relevant cartoons and examples throughout the pages and highlights important phrases in the margins. A good resource for business travelers; recommended for public libraries.
Alison Hopkins, Queens Borough P.L., New York
Copyright 1997 Reed Business Information, Inc. "A business whose success relies on building and maintaining strong international relationships must possess a thorough cultural understanding. That is the cornerstone to communicating effectively in the vast global arena. Mary Bosrock's all-encompassing guide provides an invaluable tool for international communicators." -- Marvin J. Girouard, President and Chief Operating Officer, Pier 1 Imports
"Carlson Companies does business in 125 nations around the world. Not only does Mary help us put our best foot forward, she graciously helps us keep it 'out of our mouth.' Customer care is not the same in every language. Caring enough to learn is." -- Marilyn Carlson Nelson, Chief Operating Officer, Carlson Companies, Inc.
"The global community continues to expand and open opportunities for businesspeople all over the world. Mary Bosrock's book will not only allow you to make your travels to South America much more successful and enjoyable from a business point of view, but also help you to make friends with some of the warmest and most friendly people in the world. Be sure to take your spouse and allow for time to enjoy the country and the culture of this exciting continent." -- Rick Younts, Executive Vice President, Motorola Inc.
"The goal is to utilize the best features from all people and cultures on behalf of the customer. Building understanding and empathy are necessary steps. Mary Bosrock's guidance can provide valuable insights for that process." -- Ron Baukol, Executive Vice President, 3M International Operations
"We all know how important it is to understand and respect the culture of countries where we do business. The Put Your Best Foot Forward guidebooks make it easy to learn the basics quickly and be a good representative of your company and country." -- Philip B. Fletcher, Chairman of the Board and Chief Executive Officer, ConAgra, Inc.
From the Author
Corporate 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.