

Doing Business With Thailand (Global Business Series)

Paul Leppert



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The Global Business Series is designed to ease the process of doing business abroad. Though each book concerns a different country, they all follow the same general format by describing how climates and geography shape unique cultures, which are perpetuated through insidious, subconscious imprinting of children by the family and school. Cultural conditioning is so powerful that it defines thought, determines behavior, and limits expression. If you understand your counterpart's cultural conditioning, you will have a great advantage. An understanding of how foreign cultures dominate and permeate foreign economies, politics, and business is vital for negotiating and managing abroad.

The books in the Global Business Series do more than show how to make business use of an understanding of foreign cultures. They serve as springboards to international business by providing information on sources for help, travel tips, living conditions, and ways to overcome cultural shock and enjoy your foreign assignment.

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