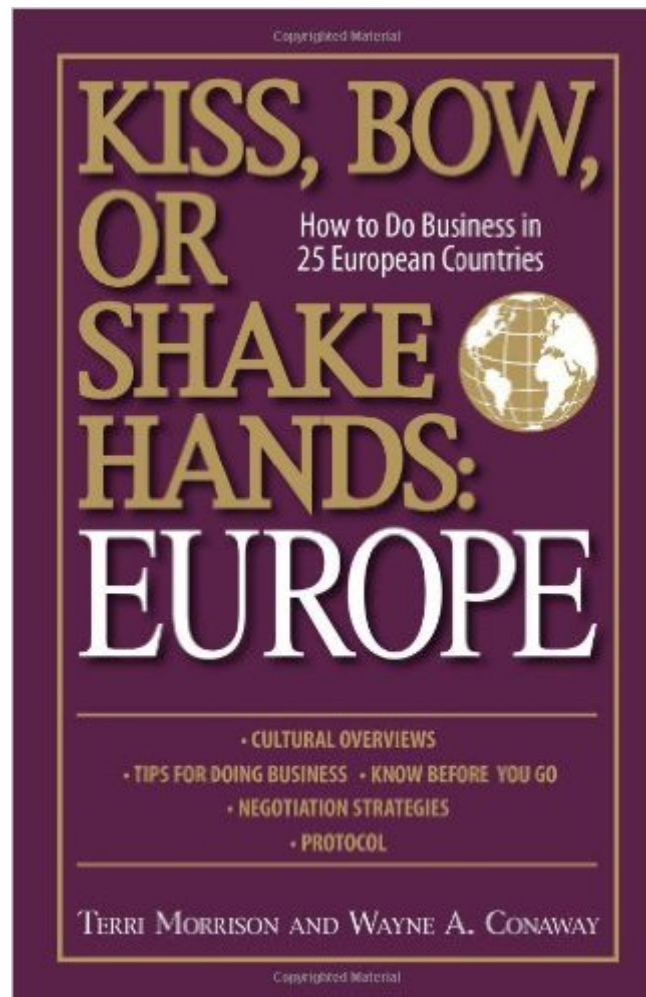


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# Kiss, Bow, Or Shake Hands Europe: How To Do Business In 25 European Countries



## Synopsis

The most comprehensive, authoritative text of its kind, "Kiss, Bow, or Shake Hands" has won a following among high-ranking military officials, influential corporate executives, and business school professors alike. The new regional edition for Europe offers a wealth of region specific material in a portable package that no business traveler should be without! "Kiss, Bow, or Shake Hands: Europe" contains up-to-date information to lead the business traveler through business meetings, social situations, and understanding local cultures across Europe. It includes: cultural IQ tests; "Know Before You Go" tips; and, alerts on international security issues to prepare travelers for the road ahead.

## Book Information

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Average Customer Review: 4.8 out of 5 stars [See all reviews](#) (9 customer reviews)

Best Sellers Rank: #653,686 in Books (See Top 100 in Books) #296 in [Books > Business & Money > Business Culture > Etiquette](#) #1126 in [Books > Politics & Social Sciences > Social Sciences > Customs & Traditions](#) #2043 in [Books > Business & Money > International](#)

## Customer Reviews

What I liked about this book was that it packed a lot of interesting information about each country. I learned which country has the highest ratio of Internet users, where you might have to make a speech if you sit to the left of the host in a dinner, and where gift giving is considered bribery and punishable by law. I'm not a businesswoman (not yet, anyway), but I was just interested in reading some fun facts about European cultures, so I picked this up at the library. It's definitely a great read, and if you're really travelling on a business trip to one of these countries soon, going to study abroad, or even doing a report for class, it's worth it to know a couple facts to impress your European hosts. The book covers subjects of conversation to avoid, what gestures are appropriate/inappropriate, and the history of every country listed. The only thing that could be better

is that the writing could stand to be more interesting. I got a little bored after a while. Also, the book covers quite a few countries, but if they have another edition in the future, I would recommend they include some of the places left out, such as parts of the former USSR and former Yugoslavia.

It's wonderful that an updated version of this book was published. The old book was always considered the "international business bible". Times have changed worldwide, so an update is greatly appreciated.

This book offer a great opportunity to contact with foreigners cultures, and promove good advices to develop bussiness stuffs. You'll find etiquette and protocol advices, witch are very important in business relationship

The book was in the condition I expected. Thank you!

Wonderful hands on advice and information for the business or social traveler. If you have a chance to hear Terri speak she is wonderful! Her travel articles are excellent.

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