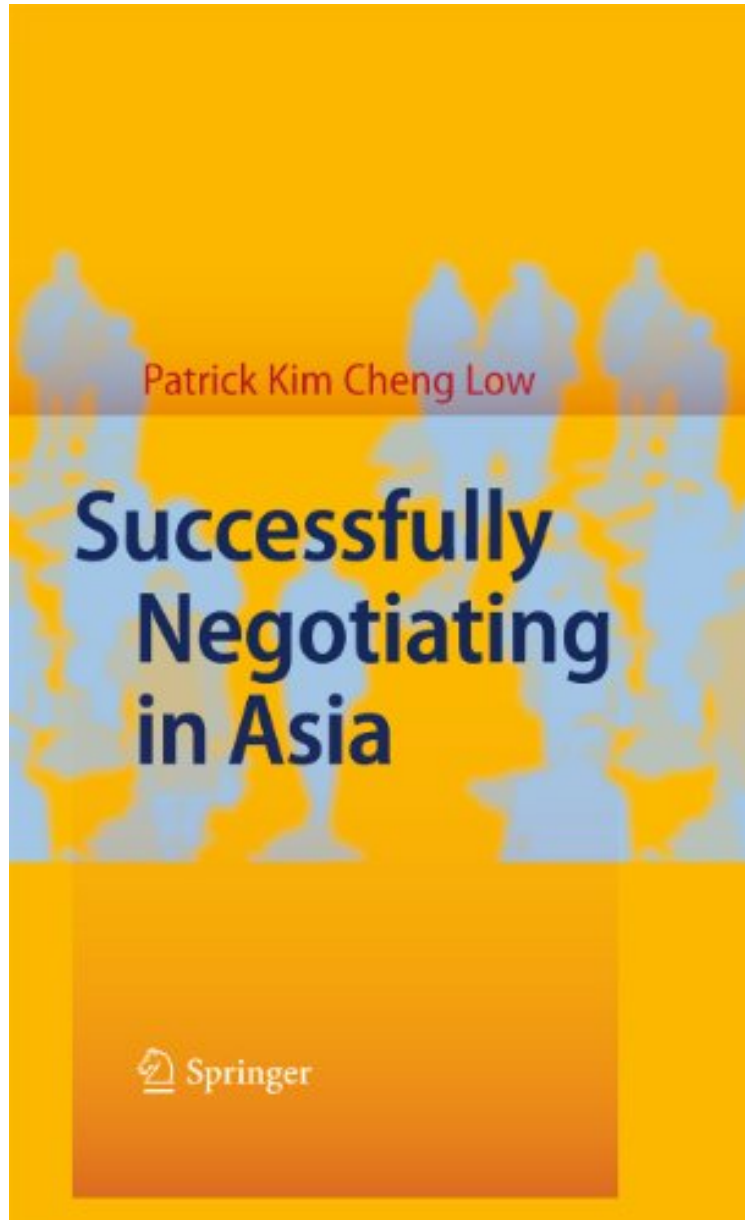


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## Successfully Negotiating in Asia

*Patrick Kim Cheng Low*

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**Patrick Kim Cheng Low : Successfully Negotiating in Asia** before purchasing it in order to gage whether or not it would be worth my time, and all praised Successfully Negotiating in Asia:

0 of 0 people found the following review helpful. Fascinating Insights on the Different Types of Asian Negotiation StylesBy B HillAs a student of negotiations I found this book to be an interesting insight to Asian negotiation styles, a helpful guide, and a relatively quick read.I was attracted to the book when it listed specific chapters devoted to China,

Japan, and India but became even more interested when Cheng Low reviewed 17 country studies focused on negotiations tips. Although there are similarities between these countries this section of the book denoted many of the subtle differences (indirect vs. direct conversationalists, differing religions, acceptable gifts) and areas for potential confrontation. All too often Asia countries are grouped as one country when in reality Asia is comprised of individual countries with unique differences. I enjoyed this book because it was written from the perspective of someone who lived and taught in Southeast Asia. Throughout the book the concepts of patients, saving face, improving the world around us, and win-win negotiations were enforced. I learned helpful tips such as many Asian countries see the value in having a 3rd party help establish an initial relationship. Although I truly enjoyed this book and recommend it to others as a guide or reference when negotiating with different Asian cultures, I think the book could have benefited from some additional cases and stories. The book was well written, with sub-divisions, chapter-reviews, checklists, and knowledge checks (all of which helped reinforce the learnings), but many of the stories were focused on cultural history as opposed to practical application of the tactics being taught.

Successful negotiation requires a close understanding of their partner's culture, their feelings, habits and values. When planning to do business with suppliers and other partners in Asia, a thorough preparation is essential to avoid misunderstandings, confrontations and disappointments, and to ensure the mutually desired success. This book presents a complete communication and negotiation skills program with special focus on negotiation partners from the different regions of the Asian continent. Readers learn to negotiate the Chinese, the Indian or the Japanese way, and they learn to understand the ways Asians negotiate. Written by a cross-border author, both academician and practitioner, with plenty of experience from Eastern and Western cultures, this book is a valuable resource for anyone relying on business success with Asian partners.

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