



# The Global Business Culture Guide: Hints and Caveats for Doing Business in 50 Countries around the World

*By Lothar Katz*



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The Global Business Culture Guide is exactly that: a comprehensive guide designed to aide anyone doing business around the world, whether you're involved in global trade, working in an international project setting, employed by a multinational corporation, or otherwise dealing with foreign counterparts. The book explains fundamental aspects of global business interactions and discusses cultural influences on values, attitudes, expectations and practices. Most importantly, it gives country-specific advice on what to do, expect, and avoid in order to conduct business successfully in any of 50 countries around the world. Written by Lothar Katz, an international business coach and former corporate executive who worked with customers, suppliers, partners and employees, conducting negotiations and winning business in numerous countries around the world, and with contributing reviews from a large array of international business experts, The Global Business Culture Guide is a dependable reference.



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### **Editorial Review**

#### **About the Author**

Lothar Katz is a consultant and coach helping clients around the world maximize their global success. He commands extensive first-hand experience in working with international customers, suppliers, partners, and employees, conducting negotiations and winning business in numerous countries around the world. He has lived in several countries. Mr. Katz regularly teaches at business schools in the United States and Europe, and is a frequent speaker at conferences, organizational meetings, and other events. His book “Negotiating International Business” and excerpts from it are being used by numerous business users world-wide, top universities in several countries, as well as the U.S. Air Force Culture and Language Center and the U.S. Marine Corps’ Center for Advanced Operational Culture Learning.

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