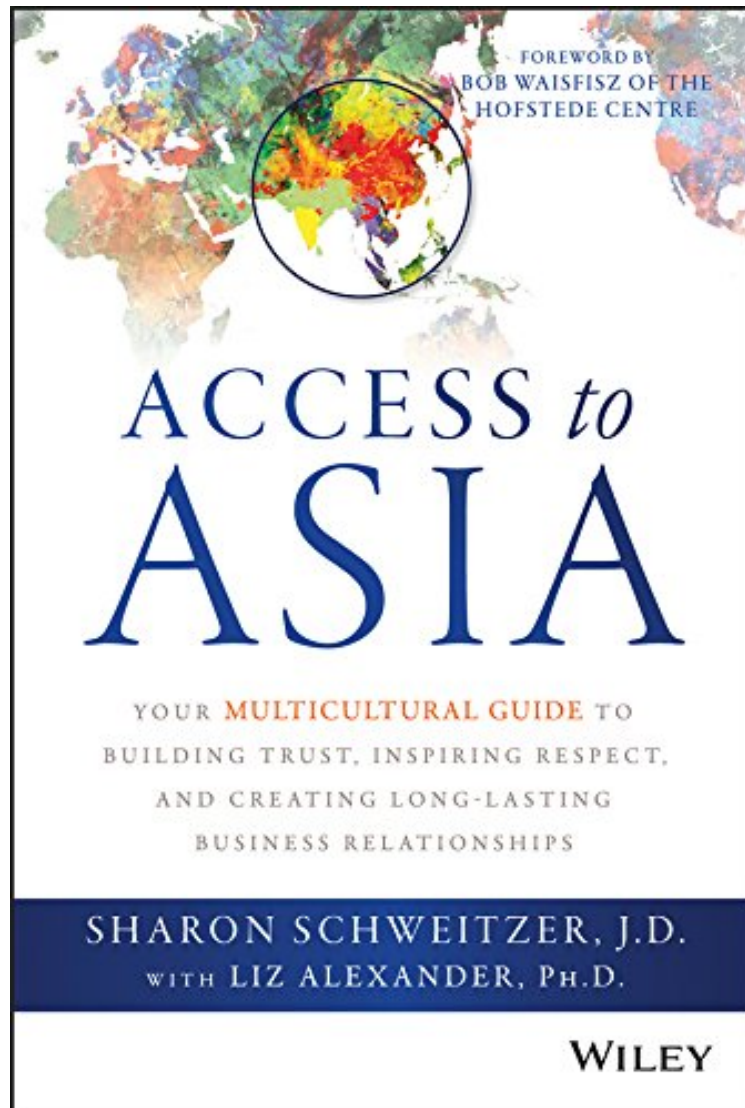


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## Access to Asia: Your Multicultural Guide to Building Trust, Inspiring Respect, and Creating Long-Lasting Business Relationships

*Sharon Schweitzer*

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**Sharon Schweitzer : Access to Asia: Your Multicultural Guide to Building Trust, Inspiring Respect, and Creating Long-Lasting Business Relationships** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Access to Asia: Your Multicultural Guide to Building Trust, Inspiring Respect, and Creating Long-Lasting Business Relationships:

5 of 5 people found the following review helpful. FABULOUS book, packed with so much information that can be used in the business world immediately! THANK YOU so much!By Darlene TempletonWOW!! If ever there was an invaluable guide to doing business in Asia, this is IT!!! What I love most about Access to Asia is the way that Sharon and Liz have given us the best of both worlds. Yes, there's a wealth of information about each of the 10 Asian countries covered, in easy-to-read chart form as well as clearly headed sections (tips on business cards, gift giving, how to make the right kind of introductions, dining etiquette etc.). But what I especially liked--because you rarely, if ever, see this in books of this kind--were the personal anecdotes from professionals who either travel regularly to these Asian countries or who live and work there. I have traveled extensively, both personal and professionally, and this book will be very helpful when I return to Asia. While I was a manager and a business consultant at IBM, I worked very closely with colleagues in Asia, including Singapore, Hong Kong and Japan. Sharon's information would have been extremely helpful to me during my career at IBM.I've always gotten the impression, whenever I've looked at books in this genre before, that much of it is simply "desk research" and may even just duplicate what someone once said and no one has bothered to check since whether it's still accurate. I feel confident, from reading Access to Asia, that this couldn't be further from the truth here. As the authors point out, and the list of contributors is there at the back of the book to prove it, they spoke to well over a hundred global professionals to extract exactly what works and what doesn't around their eight question "themes" (from: How do people prefer to act, individually or as a group? to How is the concept of women in business handled?).As a business woman who has traveled extensively all over the world, including Asia, Sharon's book shares a very comfortable approach for potential clients in Hong Kong, or Singapore, or Taiwan or wherever. After having read Access to Asia, and, as an aspiring nonfiction author myself, I'm in awe of what Sharon and Liz has accomplished in producing such a highly readable, surprising (as in: lots of stuff I've never seen anywhere else), and thoroughly researched book. I truly hope this becomes the best-seller it deserves to be.Darlene Templeton, CEO and Founder, Templeton Associates ndash; Business Strategist, Professional Speaker, Executive Coach and Author, Austin, Texas.4 of 4 people found the following review helpful. Great book - Much knowledge, delivered in a digestible way.By Lauren DWhen it comes to international travel - especially business travel - Sharon Schweitzer is my new favorite author. She is incredibly knowledgeable about the countries she covers in Access to Asia, but also keeps the knowledge very digestible and even warm and humorous at times (a rarity in the field), including charts and quizzes that will stick with you when you are abroad and in a situation where you don't have her book at your fingertips. I was especially interested in Sharon's information about how women in business are treated and addressed in other countries.I hope this is the first of many books by the author on travel to various countries, because I could use her expert knowledge and accessible advice for more than just these Asian destinations.4 of 4 people found the following review helpful. I recommend this guide to stay up to date and currentBy HILDE JACOBIThis book is an indispensable part of your library. Sharon Schweitzer brought to my life a plus (bonus) view. In addition, her book is my culture business reference. As a French athlete, a free spirit, an international traveler and as former president of ISO (international student organization) at Blinn College, Bryan, Texas, I recommend this guide to stay up to date and current!Hilde JacobiUn livre indispensable dans votre bibliothegrave;que. Sharon SCHWEITZER m'a apporteeacute;e un regard et un point de vue diffeacute;rents sur ma vie. De plus, son livre est ma reacute;feacute;rence culture business, en tant que sportive francceacute;aise, un esprit libre, voyageuse internationale et ancienne Preacute;sidente de l' I. S. O. ( Organisation des Etudiants Internationaux ), BLINN - BRYAN -TEXAS.Je recommande ce guide dans le cadre de mise agrave; jour et agrave; usage courant.Hilde JACOBI

Create meaningful relationships that translate to better business Access to Asia presents a deeply insightful framework for today's global business leaders and managers, whether traveling from Toronto to Taipei, Baltimore to Bangalore, or San Francisco to Shanghai. Drawing from her extensive experience and global connections, author Sharon Schweitzer suggests that irrespective of their industry, everyone is essentially in the relationship business. Within Asia, building trust and inspiring respect are vital steps in developing business relationships that transcend basic contractual obligations. Readers will find in-the-trenches advice and stories from 80 regional experts in 10 countries, including China, Hong Kong, India, Japan, and Korea. Discover the unique eight-question framework that provides rich interview material and insight from respected cultural experts Track cultural progress over time and highlight areas in need of improvement with the Self-Awareness Profile Learn the little-known facts, reports, and resources that help establish and strengthen Asian business relationships Effective cross-cultural communication is mandatory for today's successful global business leaders. For companies and individuals looking to engage more successfully with their counterparts in Asia, Access to Asia showcases the critical people skills that drive global business success.

Kirkus \*starred review\*This outstanding guidebook plies the cultural waters of Asia and offers insider tips for developing successful business relationships. Intercultural consultant Schweitzer and consultant/author Alexander (# Thought Leadership Tweet, 2012, etc.) have crafted an invaluable reference guide that is comprehensive and fascinating. Using a consistent approach, the authors offer details about 10 countries, including a historical overview, the names of heroes and sports figures, foods, business protocols, etiquette for socializing, and more. Each chapter also

has an ingenious "self-awareness profile"; a simple one-to-six scale so the reader can gauge the nuances of certain cultural aspects. The authors map the scale to "the prevailing cultural preference"; in the case of doing business in Japan, for example, the cultural tendency is to be "highly formal" (six on the scale) rather than "very informal" (one on the scale). The ranking provides key intelligence to a businessperson in light of his or her own cultural bias. Interestingly, the authors begin with an overview of the United States of America, both to demonstrate the book's framework as it relates to the subsequent countries and to offer guidance to readers who might wish to do business in the USA. The remainder of the book covers China, Hong Kong, India, Japan, Malaysia, Myanmar, the Philippines, Singapore, South Korea, and Taiwan. The insights offered could only be the result of a deep understanding of each country's cultural attributes, so to validate the content, the authors wisely called upon numerous country experts, who are acknowledged in the back of the book. Details both broad and specific paint a rich, unique picture of each country. Readers learn, for instance, that in China, "decisions are made as a group rather than individually." In Japan, "gifts (omiyage, or honorable presents) are a crucial element and expected on almost all business occasions." In the Philippines, personal hygiene is vital because "Filipinos shower several times a day." Beautifully constructed and expertly written in straightforward language; will make it far easier for anyone to navigate the cultural differences of doing business in Asia.