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Kiss, Bow, or Shake Hands, Sales and Marketing: The Essential Cultural Guide-From Presentations and Promotions to Communicating and Closing

Terri Morrison, Wayne A. Conaway

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How do you break the ice in the UAE?

When do you present a contract in China?

How close should you stand to a South Korean?

Kiss, Bow, or Shake Hands: Sales and Marketing is an informative, entertaining guide that shows you what to do—and what to avoid—in any given sales or marketing situation, from Argentina to South Africa. It provides the expert knowledge you need to gather data in diverse cultures, properly present your products, and close deals around the world.

"As the global community comes closer together, *Kiss, Bow, or Shake Hands: Sales & Marketing* will be a valuable resource to every person in every industry around the world."
—Gil A. Cardon, Convention Manager, Japan National Tourism Organization

"Just as you can be a connoisseur of wine, *Kiss, Bow or Shake Hands: Sales and Marketing* can help make you a connoisseur of cultures, philosophies, business behaviors, and social practices. Read it not just for work, but for the human side as well."
—Giuseppe G. B. Pezzotti, Senior Lecturer, Cornell University School of Hotel Administration

"Terri has accurately and succinctly captured the key issues that businesspeople or tourists need to know when traveling. It is spot-on, and a very valuable resource!"
—Thomas M. Feifar, Director of Foreign Military Sales, NAVISTAR Defense

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