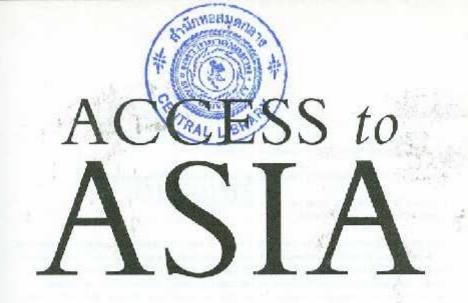
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ACCESS to

YOUR MULTICULTURAL GUIDE TO BUILDING TRUST, INSPIRING RESPECT, AND CREATING LONG-LASTING BUSINESS RELATIONSHIPS

SHARON SCHWEITZER, J.D. with LIZ ALEXANDER, Ph.D.





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Foreword

As the Founder of itim International, which has been associated with the work of Professor Geert Hofstede for the past 30 years, we have long emphasized that when it comes to national cultural differences, culture only exists by comparison. We human beings have much in common, but we are also all unique. Culture, in this regard, describes the differences that exist between groups—be they nations, regions, or organizations.

When visiting the 10 Asian countries showcased in this book, as a potential business partner, or business colleague, or because you've been seconded abroad for a longer period of time, Sharon Schweitzer's *Access to Asia* will be of considerable benefit, Adopt the advice offered within these pages and it will empower you as a global professional by helping you understand the breadth and depth of successful intercultural relationships.

We are all busy people, often feeling that we have little time to focus on strategy when tactical matters are pressing. Sharon Schweitzer demonstrates that she understands this. Not only is *Aaess to Asia* packed full of information you may not have come across elsewhere, those nuggets are presented in a read-ly accessible way. Ms. Schweitzer comprehensively covers the building blocks needed in order to get a true sense of each of these 10 important Asian markets through the Country Basics sections. She has gone even farther, however, by amassing considerable on-the-ground insights related to eight important exestions.

In many books covering the differences between values patterns of different cultures, many of the most important dos and don'ts are overlooked. This is not the case with *Auess to Asia*, which is why I highly recommend this book to everybody who truly desires to build trust, inspire respect, and create long-lasting business relationships in this important region of the world.

> Bob Waisfisz Managing Partner of The Hofstede Helsinki, Finland

About the Authors

Sharon Schweitzer, J.D., is an international business consultant focusing on intercultural communication and global etiquette for future and current international leaders within Global 2000 companies. Her practice, during earlier years as an employment attorney, involved cultural dynamics and communication within groups and between individuals. Sharon is a popular radio and TV guest, conference speaker, and columnist. She consults throughout the U.S., as well as in Asia, Europe, and the U.K. Sharon's website is www.sharonschweitzer .com

Liz Alexander, PhD, is the multiple award-winning author of 14 books, and co-founder of boutique consulting firm Leading Thought. She directs her gifts and passion to helping aspiring thought leaders harness strategically valuable, actionable insights to grow their husinesses and boost revenue Liz also acts as book strategist and consulting co-author to business leaders, entrepreneurs, and consultants worldwide. Please connect with her at info@leadingthought.us.com.

Introduction

In the world of high-speed motor brands dominate—Formula One and NASCAR. Both require skill, strategy, and intense focus. In all other respects, they couldn't be more different.

Formula One is the racing equivalent of a Louis Vnitton store: high class, with European roots and international appeal. Formula One races, known as Grand Prix, showcase technologically sophisticated, single-seat, purpose-built cars driven by men like Prost, Villeneuve, and Schumacher with engines designed by world-class talent at Alfa Romeo, Ferrari, Maserati, Lotus, and Mercedes-Benz. The only two U.S. Americans who have won in Formula One's 62-year history are Phil Hill in 1961 and Mario Andretti in 1978.

NASCAR (the National Association for Stock Car Auto Racing), on the other hand, is an all-American phenomenon whose heroes have first names such as Denny, JJ, and Kyle. Stock cars are almost indistinguishable from those you'd find in a Chevrolet, Ford, or Dodge showroom. In contrast to Formula One, almost all NASCAR Sprint Cup Series winners have been U.S. Americans. Whereas attendees at Formula One races can enjoy four-star hotels, expensive restaurants, suites and grandstand seats, NASCAR fans tend to prefer an RV, eat BBQ, and drink beer.

When Formula One announced that it would race again in the U.S. at the purpose-built track named Circuit of the Americas in Austin, Texas, many were surprised. Other U.S. venues were under consideration to host the race. However, misperceptions of Texas as a state with cactus, men in cowboy hats, and armadillo were shown to be wrong. Austin's reputation as the Live Music Capital of the World is just one indication of the city's culture of inclusiveness, sophistication, and willingness to embrace new experiences. Formula One held its inaugural face in Austin in 2012 and given its ten-year contract with Texas, racing is expected through 2022 and beyond.

The awareness, flexibility, understanding, and a willingness to adapt are similarly essential when conducting business across different world cultures. If you have ever traveled to China, India, Japan, or any of the other Asian