



Going East or West? A Handbook for American and Chinese Business Travelers

Yuzeng Liu, Terri Morgan

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Clear, concise, and written for busy business people, our book is indispensable for anyone who wants to do business in China or has clients from China. Are you from China? Need help understanding American business culture? This book is for you, too! Brief stories in each section illustrate cultural issues and business situations on both sides of the planet. Our book is the ideal prep tool and makes great in-flight reading. Checklists, phone numbers, and visa procedures (with contacts) are included as are specialized resources and strategic information for business professionals.

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