

Japanese Etiquette & Ethics in Business. Boye Lafayette de Mente

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Throughout this book, De Mente offers invaluable advice to Westerners wishing to do business with the Japanese. In an all-new chapter, De Mente compares the Japanese and Western approaches to business pointing out the strengths and weaknesses of each. This is the one book on Japanese business structure and practices that offers explanations for what appears to many foreigners to be confusing and contradictory behaviour by their Japanese counterparts. As part of a rationale for Japan's economic achievements, De Mente has formulated "Japan's Five Commandments for Success," which he presents here for the first time.

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