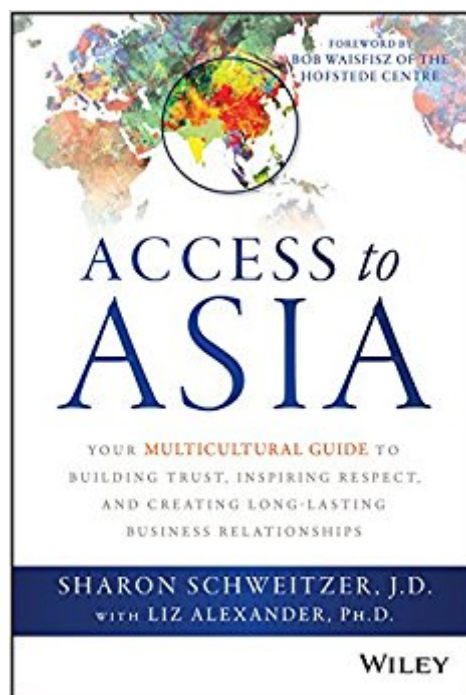




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Access To Asia: Your Multicultural Guide To Building Trust, Inspiring Respect, And Creating Long-Lasting Business Relationships



Synopsis

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.

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Customer Reviews

WOW!! 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 "Business Strategist, Professional Speaker, Executive Coach and Author, Austin, Texas.

When 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.

This 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 Jacobi Un livre indispensable dans votre bibliothèque. Sharon SCHWEITZER m'a apporté un regard et un point de vue différents sur ma vie. De plus, son livre est ma référence culture business, en tant que sportive française, un esprit libre, voyageuse internationale et ancienne Présidente de l' I. S. O. (Organisation des Etudiants Internationaux) , BLINN - BRYAN - TEXAS. Je recommande ce guide dans le cadre de mise à jour et à usage courant. Hilde JACOBI

Who would have thought the essence on India could be captured in 25 pages. That is the magic that Sharon has pulled off in this book!! She picks 10+ countries and gives the reader an insider perspective on culture and business. What is fascinating is that she has managed to blend the history of the country and the latest trends. Also, there are many snippets of stories (that come from personal experience) and anecdotes that give the book an "experiential" flavor. So, whether you doing a fun trip or out on business in one of these countries, Sharon's book is a must-read!! Ambal S. Balakrishnan, Head of Marketing and Strategy, ClickDocuments Austin, TX

Access to Asia by Sharon Sweitzer JD is a must have addition to my book collection for my business. I have it on display readily available for my students to read. There are many businessmen and women who travel abroad who can benefit so much from Sharon Sweitzer's valuable social tools of Asian etiquette. Her writing is eloquent and well versed and easy to understand. Her wisdom from her world travel experience is beautifully shared and expressed Everything from informal greetings to interpretation of the subtle nuances of Asian culture is addressed thus giving us the well needed tools to allow us communicate effectively and create rewarding cross cultural relationships . Such wisdom and expertise! I can see why this book is an International Book Awards Winner! I give this book a hands down 5 stars!

As a trial lawyer in what is becoming the most diverse city in the U.S., I was impressed at how insightful and practical Schweizer's cross cultural examples were throughout the book. As we seek to improve communication and build cultural bridges with our clients, jury panels, and expert witnesses, we find ourselves always striving to learn the best method in reaching our goals of effective communication. The Eight Question Framework is an excellent tool to accomplish this goal. This is a must read for all professionals! Michael J. Griffin III, Partner, Griffin & Griffin, Houston, TX. , U.S.A.

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