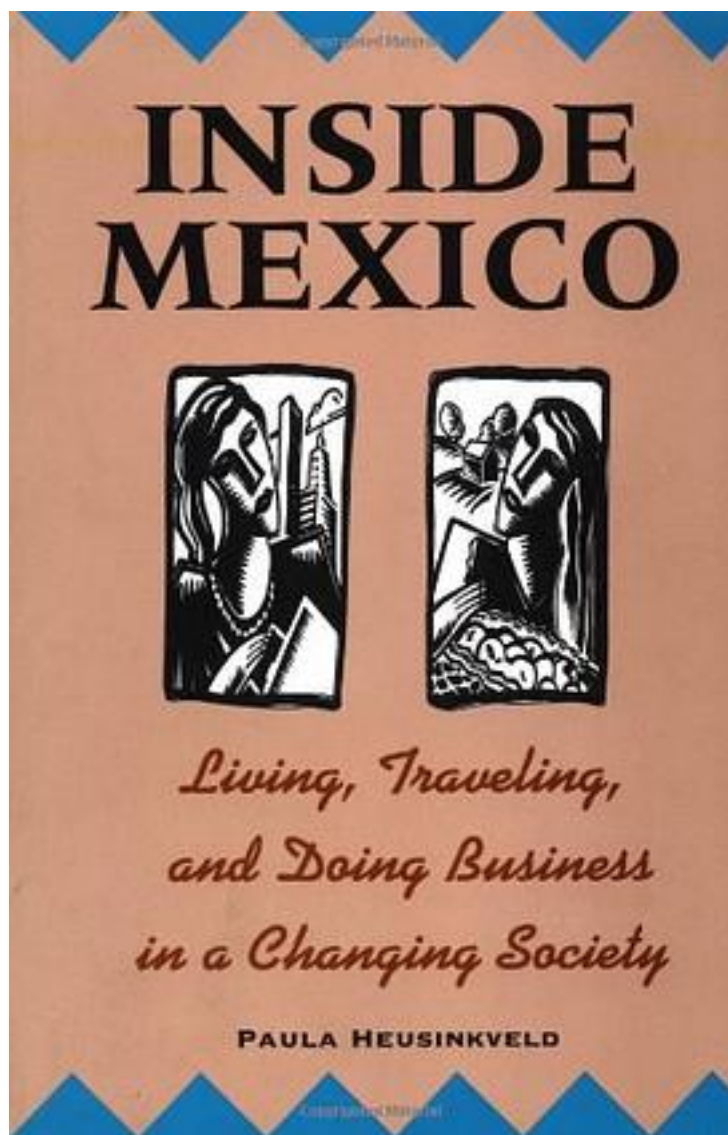


Inside Mexico



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The key to successful business and travel in today's Mexico In Mexico, as everywhere, details of etiquette, culture, and protocol can make or break any business or social interaction. This fascinating and informative guide provides everything you need to develop a solid working knowledge of the Mexican people, their unique customs and values, and their distinct world view. You'll learn:

- * How to talk to superiors and subordinates in the work-place, work with bureaucrats and officials, and schedule meetings
- * Crucial information on family, gender roles, bureaucracy, religion, time, manners, dress and appearance, meals, work, and leisure
- * Distinctions between rural and city life
- * The fine points of body language, socializing, conversing, making friends, dining out, romance, and Mexican humor
- * Insights into traditional Mexican mores and how they are changing in response to rapid modernization

If you are planning to live, visit, or do business in Mexico, here is a reference you cannot afford to be without.

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