

Mind Your Manners, Third Edition



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出版者:Nicholas Brealey Publishing

出版时间:2003-02-11

装帧:Paperback

isbn:9781857883145

Praised by Business Week as 'invaluable political and psychological profiles of each nationality...a wonderfully entertaining view of others as well as ourselves' and named a Financial Times Business Book of the Year, Mind Your Manners has become a 50,000-copy bestseller and the standard guide to European business cultures for over a decade.

Now in a fully expanded and updated third edition, this practical guide contains a further fifteen country chapters including all the additional countries - from the Baltics to the Balkans - becoming members of the European Union, the world's biggest global market.

This major new edition comprehensively covers no fewer than thirty-three different business cultures including non-EU Norway, Switzerland, Russia and America.

作者介绍:

John Mole has been at home in Greece for thirty years. "Like Odysseus making his legendary way home to his birthplace Ithaca, the island of Evia was the goal of my life's journey. It was better than Birmingham." He has had a varied international career, from banking in the USA and Athens to jacket potato restaurants in Russia. Meanwhile, he published comic novels and management books, including the perennial bestseller 'Mind Your Manners'.

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