

Learning to Think Korean

Learning to Think *Korean*

A Guide to
Living and Working
in KOREA



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From first page to last, Learning to Think Korean is quintessential Bob Kohls. Ever the pragmatist and diviner of values structures, Kohls provides critical incidents based on personal experience and explores Korean values-traditional values, value changes over the past forty years, and projected values for the early decades of the twenty-first century. Kohls is equally insightful when it comes to discussing the cultural patterns and practices of the workplace; he takes up management style, personnel issues, networking and "pull," negotiating style, persistence, key Korean business relationships, and more. Perhaps more than any other East Asian country, Korea adheres to the traditional collectivist and Confucian traits of harmony, hierarchy, ingroups/outgroups, status, and proper behavior. According to Kohls, these traits plus the more Westernized values of the younger generations and the veneer of twenty-first century urban savvy are mixed in sometimes surprising combinations in personal and workplace relationships.

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