

## **The Korean way in business : understanding and dealing with the South Koreans in business**

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### **Abstrak**

his book offers a penetrating analysis of the behavior and values that shape the Korean business personality, making them such formidable competitors. The author provides practical tips and guidelines on how to interact with South Koreans in a truly positive and effective manner, and how to avoid the many pitfalls that so often doom foreign business efforts in Korea.