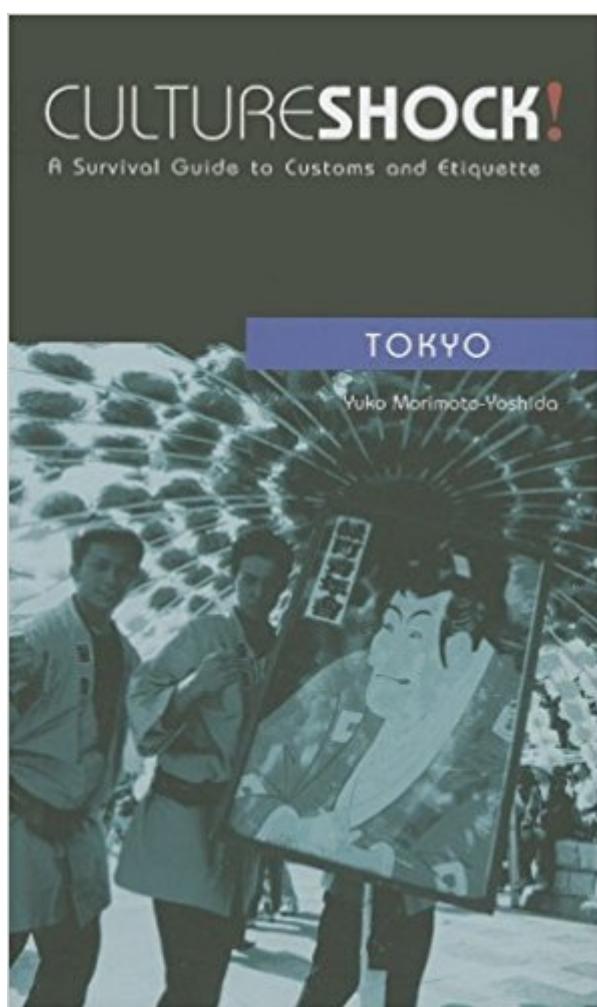


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# **Culture Shock! Tokyo: A Survival Guide To Customs And Etiquette (Culture Shock! At Your Door: A Survival Guide To Customs & Etiquette)**





## **Synopsis**

Whether you are conducting business, traveling for pleasure, or even relocating abroad, one mistake with customs or etiquette can leave a bad taste in everyone's mouth. International travelers, now more than ever, are not just individuals from the United States, but ambassadors and impression makers for the country as a whole. Newly updated, redesigned, and resized for maximum shelf appeal for travelers of all ages, *Culture Shock!* country and city guides make up the most complete reference series for customs and etiquette you can find. These are not just travel guides, these are guides for a way of life.

## **Book Information**

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## **Customer Reviews**

Newly updated and redesigned in 2005!

Morimoto-Yoshida is an intercultural business consultant.

While preparing for a trip to Japan, I read this book and *CultureShock Japan* by P. Sean Bramble. This book (NOT Bramble's) was EXTREMELY useful in preparing me for my trip. It's full of concrete information and gives a very helpful overview of Japanese culture and history. As an example, the "Working In Tokyo" section discusses dress, the bowing culture and how to bow correctly, seating arrangements, the importance of gift-giving and entertainment in business interactions, decision-making styles, typical corporate structure, communication nuances (VERY important in

Japan), and a host of other things. In contrast, Bramble's book had hardly any useful information beyond "dress conservatively, bring business cards, and oh yeah--here's a story about what happened to me in Japan!" I strongly recommend this book to prepare you for a trip to Japan. Since the two books I mentioned are so similar in name, please be careful to get this book: Culture Shock! Tokyo At Your Door by Yuko Morimoto-Yoshida.

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