

The Middle East Unveiled - Donna Marsh

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Why did Mr Abdul Rahman Hassan seem uncomfortable when I asked him if his Christian name was Abdul?A" Many organisations new to the Middle East become very successful; many more struggle, and some will fail altogether. Often, the difference between a successful organisation and one that fails is that organisation's level of cultural intelligence. Cultural intelligence has never been more important as businesses globalise, especially in parts of the world that are very different to markets in the West. Cultural and social mistakes can cost businesses dearly. Learning how to do business in the Middle East without causing offence is crucial. This book provides cultural and practical business intelligence for all Western business people working throughout the Middle East. It also focuses on issues specifically important to Western businesswomen, as well as for men who might be working with Arab and Muslim women. It can make the difference between success and failure for the reader and his or her organisation. Author: Marsh, Donna Publisher: How To Books Illustration: N Language: ENG Title: The Middle East Unveiled Pages: 00368 (Encrypted EPUB) On Sale: 2011-06-01 SKU-13/ISBN: 9781845284169 Category: Business & Economics : Business Etiquette

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