



Doing Business in Korea: An Expanded Guide

By Song-Hyon Jang, Thomas L. Coyner

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Doing Business in Korea is a timely handbook of information for succeeding in the challenging environment of Korea, the world's 13th largest economy. Now with updated content, the book divulges in engaging prose all the ins and outs of contemporary Korean business culture. From business etiquette and protocol to tips for marketing to Korean consumers, international business consultant Thomas L. Coyner details everything you'll need to know to not just survive, but thrive in the Land of the Morning Calm. Through this book, one will gain pivotal insight into an environment that is traditional yet uncompromisingly modern, challenging yet surprisingly rewarding for the determined business professional.

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Doing Business in Korea: An Expanded Guide By Song-Hyon Jang, Thomas L. Coyner Bibliography

- Rank: #3289637 in Books
- Published on: 2011-09-30
- Released on: 2011-09-30
- Original language: English
- Number of items: 1
- Dimensions: .80" h x 5.90" w x 8.20" l, 1.30 pounds
- Binding: Paperback
- 384 pages

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Review

“Underscored with a deep and nuanced understanding of modern Korean culture, this is a ‘must read’ for any foreigner in Korea.” — Robert Fallon, Former Chairman of the Board of Korea Exchange Bank

“Examples and practical advice—it’s all here! This book will save you years on the learning curve.” — Jack Lewis, Associate Dean of the Marshall School of Business at USC

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