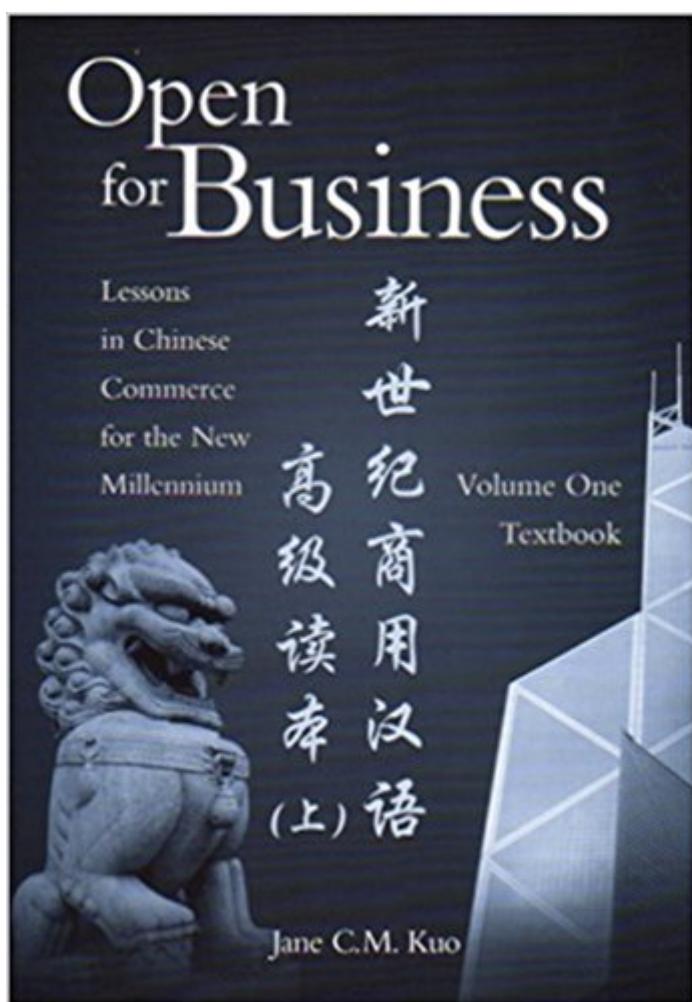


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Open For Business: Lessons In Chinese Commerce For The New Millennium 1: Textbook And Exercise Book



Synopsis

This much-anticipated text and exercise book set is an absolute must for students and teachers seeking an in-depth and up-to-date perspective on contemporary Chinese business communications. Designed for students in their third or fourth year of a Chinese language curriculum at the undergraduate or graduate level, Open for Business combines language learning with an introduction to trends, practices, and problems in today's business environment. Upon satisfactory completion of this one-year course, students will be able to read Chinese-language newspapers, magazines, and other business-related documents as well as make business presentations or conduct business negotiations in Chinese. Traditional and Simplified; note that Vol. 1's exercise section is in Simplified only. B/w photos throughout.

Book Information

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Customer Reviews

I actually had Prof. Jane Kuo as an instructor in graduate school and, naturally, used this book as an accompanying text. While it's nice to have the author as your teacher I still go back to the text again and again for key business terminology. There simply isn't a better guide to modern business that is Western friendly. You could say I am biased but I have looked around for other decent texts on business and this remains at the top. The text is especially instructive for overseas businessmen/women who plan on staying competitive in an increasingly Sino-centric cycle.

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