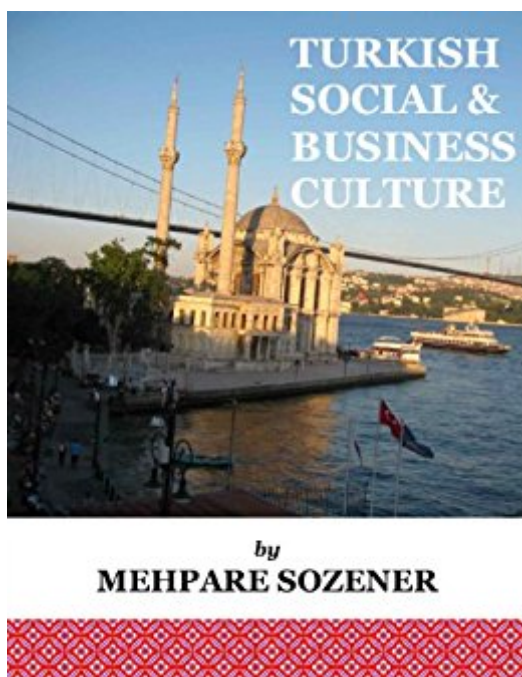


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TURKISH SOCIAL And BUSINESS CULTURE



Synopsis

Turkey, which is located in two continents; Asia and Europe, has always been a bridge between East and West. It is the most civilized Eastern and the most traditional Western country. The aim of this book is to explain the beliefs, attitudes and traditions in both Turkish social and business life. It will help you better understand how Turkish people think and react, what makes them upset, what the taboos are, and how business life works in Turkey. It is full of hints and insight that will make them open their doors and hearts to you. If you want to be more than just a traveler, then learn and absorb knowledge about a unique mosaic-like culture which is famous for its hospitality. Based on the insight and images captured here, you will better understand the differences of Turkish culture from yours, and will build lasting social and business relationships with your counterparts. The book also includes real life fun stories. Since the author is a native Turk and has lived and worked in the USA for 13 years and has traveled to more than 60 countries, she is able to observe, compare and contrast the business, social and religious life between cultures.

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A good and concise guide for travel and business. Rather simple and casual at times, but it covers a lot of useful information in a short amount of time.

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