

Reader Views

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7101 Hwy 71 W #200
Austin, Texas 78735
www.readerviews.com
(512) 288-8555
admin@readerviews.com

China In Motion: 17 Secrets to Slashing the Time to Production, Markets, Profits in China, Japan and South Korea

By Mia Doucet

Bankerman Press (2005)

Reviewed by Sandra MacLean for Reader Views (3/06)

The minute you even think of doing business in China, Japan or Korea, do yourself a favour and run out to pick up this book. Author Mia Doucet avoids dry, jargon filled pages as she delivers practical tips you can use to approach these markets, giving your company a greater chance for success. She conveys the excitement of discovering a new culture while remaining tightly focused on what this understanding means for doing business.

Doucet makes getting to know your market a breeze with her easy to understand and easy to use advice. This book is full of intriguing gems of priceless information. Just this one example should rouse your curiosity: Why should you always wear clean socks without holes? (See page 114 for the answer.)

She does a great job of making the culture come to life so business planners can improve their chance of success just by being better informed than their competitors. How better to show your respect than to go the extra mile to gain an understanding of the new environment in which you intend to do business. Moreover, you will get to know some pitfalls you should avoid that could get in the way as you attempt to establish profitable relationships.

Doucet gives you clear advice on where you need to pay attention. Consider this common decision - Do you need an interpreter or a translator? Should you hire at home or do you think you can get by with hiring someone once you arrive? Well, that depends on if you "know whether to kiss, bow or go on a bender." You'll have to read the book to find out the answer! In the end, you'll understand not just what you need to do but why.

For such a meaty book, it is a surprisingly easy read. I'd be tempted to say, "Read this on your flight to the far east," but you will be very glad that you found this information long before you board the plane. Just be sure to take it with you in case you forget some of the details.

This is a book that could help a much broader audience. It's not only useful for those going overseas to do business but it would also give a tremendous advantage to any North American planning to travel in the Pacific Rim countries whether for business, pleasure or as part of volunteer organizations.

Staff members of companies on this continent who host guests from the Pacific Rim would also benefit from this information. Our western customs are so familiar to us that we may not always realize how foreign they are to visitors from other cultures. Imagine how much this greater sensitivity could enhance the experience you plan for future visits with business colleagues from around the world.

Doucet offers the reader a fascinating glimpse behind the scenes of international business. It's a good read even if you have no plans at the moment to move into these markets. When the time does come, you will be very glad you have this resource in your toolbox.