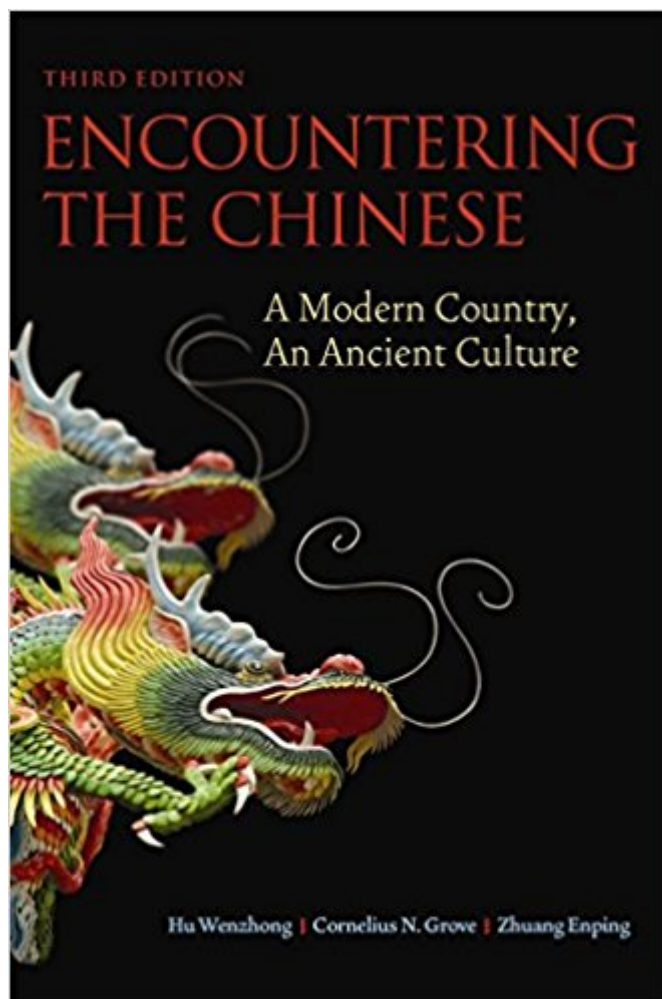


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# Encountering The Chinese: A Modern Country, An Ancient Culture



## Synopsis

China is in the midst of unprecedented economic and cultural growth. In the last decade alone, China joined the World Trade Organization, hosted the 2008 Olympics and experienced a remarkable, record-high increase in its foreign currency reserves. As these changes unfold, frequency of contact between the Chinese and Westerners is dramatically increasing in the office, the classroom and the home. With thought-provoking glimpses into history and tradition, *Encountering the Chinese* provides fundamental information on Chinese cultural norms and values, giving clear context for contemporary social standards. Readers will learn the etiquette necessary to build successful personal and professional relationships with the Chinese both inside and outside the People's Republic of China. This revised edition of *Encountering the Chinese* also explains how Chinese values are changing rapidly-and why it is more important than ever to keep up. For instance, compliments, once declined out of modesty, are now widely accepted in coastal cities; and some terms of address that were proper to use only a decade ago have grown offensive. *Encountering the Chinese* provides invaluable insight into the diverse and changing Chinese culture.

## Book Information

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## Customer Reviews

A classic must-read for everyone coming to work or live in China. Other books have explained the HOW of cultural differences between China and the West, but no-one else has helped us understand WHY so vividly. — Dr. Christopher M. Davidson, author of the bestselling *Dubai*:

The Vulnerability of Success Information provided from both Western and Chinese perspectives by authors fully familiar with the complexities of intercultural relations. Kevin McKiernan, journalist and filmmaker, covered the Iraq war for ABC News

Hu Wenzhong, Ph.D., of the Beijing Foreign Studies University, is also president of the China Association for Intercultural Communication and Fellow of the International Academy for Intercultural Research. Cornelius Grove, Ph.D., is the founder of Grovewell LLC, providing leadership development, executive coaching, team performance, and strategic consulting services to individuals and businesses in the international marketplace. He has authored numerous books and articles, including co-authoring Randomia Balloon Factory, the cultural diversity training game. Visit his website at [www.Grovewell.com](http://www.Grovewell.com).

I have read many different books on Chinese culture and this one is hands down the best. I think because the book was a partnership between a foreigner and two Chinese authors the book was better able to explain why Chinese Culture is the way it is. Many Culture books just say that Chinese do A, but the foreign author doesn't even understand why Chinese do A. Perhaps, the foreign authors of these books try to explain why but in doing so frame Chinese Culture in a bad light. This book is great because you really feel like you are understanding Chinese Culture from an insider who loves his own culture rather than a foreigner who just thinks its weird.

I'm currently studying Chinese medicine in China. I wanted to read a book about some of the cultural differences between Chinese and Americans. This book has helped me with my studies, but it seems as though the book is geared mostly towards people who are in China doing business, not really studying. It has definitely helped me get oriented to a new culture. The book was written about 10 years ago, and I think that it is a little bit out-of-date. It seems as though things are progressing and changing very quickly in China. Most of the people whom I have encountered are more aware of American culture, than the book suggests. But, overall I would recommend this book to help you get oriented to China.

I got this book for a class that I'm currently taking and overall it's good so far. It starts with some basics that root from language and such and moves forward from there. My only complaint is that when I got the book, the pages from the first book were falling out already! I was able to read the beginning relatively quickly so that I didn't have to deal with it, but I was disappointed by the state of

this "new" book.

good

Succinct, useful, and organized simply - this reads equally well as a reference as it does cover to cover. Straight-forward explanations and clear-cut analysis make this highly economical and accessible.

I was required to read this for a History and Geography of E. Asia Class and it seemed to give a wealth of knowledge on Chinese culture and customs. Good, influential read.

good service and nice book. This book is helpful to those who will go to China for study and travelling

Very good book overall I recommend to any westerner traveling to China to read this book. it will help you have a better understanding of Chinese culture.

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