

## **Etiquette Guide To Japan Know The Rules That Make The Difference Ebook Boye Lafayette De Mente**

A guide for business people traveling to Japan or taking a job with a Japanese company explains the rules of doing business in Japan, proper Japanese etiquette, and how to adapt Western business attitudes to Eastern methods of doing business

Everything you need to know to win at the business game in Japan is explained in this no-nonsense guide. Learn how to penetrate a company bureaucracy, how to read the subtle signals of 'belly talk,' how to win the name-card game, and how to master the art of business at night. Here are all the practical tips and insider's hints you need to come out on top in your dealings with the Japanese.

Boyd Lafayette De Mente-author of more than 50 books on the business practices, cultures and languages of China, Japan, Korea and Mexico-identifies and describes the cultural elements that made the Japanese an extraordinary people-elements based on the fact that the Japanese are right-brain oriented but are able to use both sides of their brain...with remarkable results that are responsible for their economic prowess, their aesthetic prowess, and the seductive nature of their culture. He pinpoints the areas where the Japanese have conspicuous advantages over Americans and other left-brain oriented people. A Must Read for anyone interested in understanding the character and mindset of the Japanese for whatever purpose.

Culture Wise guides help remove the anxiety factor when dealing with a foreign culture and help new arrivals prepare for, and alleviate, culture shock.

Since its original publication, *Japanese Etiquette & Ethics in Business*, the pioneering work on the subject, has been the standard guide for Westerners doing business with the Japanese--either here or abroad. In this new edition Boyd Lafayette De Mente, who has been living and working in Japan for more than twenty-five years, examines those characteristics that epitomize the Japanese character and business personality. De Mente explains how concepts from daily life extend to dealings in business and how loyalty to the family and nation applies to professional relationships as well. Throughout this book De Mente offers invaluable advice to Westerners wishing to do business with the Japanese. In an all new chapter De Mente compares the Japanese and Western approaches to business pointing out the strengths and weaknesses of each. This is the one book on Japanese business structure and practices that offers explanations for what appears to many foreigners to be confusing and contradictory behavior by their Japanese counterparts. As part of a rationale for Japan's economic achievements, De Mente has formulated "Japan's Five Commandments for Success," which he presents here for the first time. No other book is as informative about the cultural factors that shape business practices in Japan. The insights that De Mente has gathered as the results of his long experience in Japan are presented on every page. No one who goes East with the intention of doing business with the Japanese should do so without first consulting *Japanese Etiquette & Ethics in Business*. "I am delighted to see this revised and expanded edition of a book that has become something of a classic over the decades. Boyd De Mente's long experience in Japan . . . has given him a keen insight into the cultural factors that shaped and still control management practices in Japan." -- Yasutaka Sai, Vice President International Japan Management Association "This book is 'must' reading for anyone with even a marginal interest in Japan and Japanese business." -- William K. Nickoson, President Asia Dynamics (Japan) Ltd. "Until foreign businesspeople fully understand and learn how to cope with the cultural factors underlying Japanese society, particularly such elements as discrimination and egotism, they will not be able to understand or work effectively with the Japanese. Boyd De Mente's *Japanese Etiquette & Ethics in Business* provides the basis for this understanding,

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along with practical advice on bridging cultural differences." -- John Artise, Vice President Drake Beam Morin, Inc.

Etiquette Guide to Japan offers an inside look at the social norms of the Japanese--when to bow, how to propose a toast, when to pay the bill, the careful art of gift-giving, how to deal with public transportation, dating, weddings, funerals, and last, but not least, how to say good-bye at the end of your stay. If you want to save yourself from possible embarrassment during your stay in Japan, you will find the Etiquette Guide to Japan to be a much-needed companion.

Since its original publication, *Japanese Etiquette & Ethics in Business*, the pioneering work on the subject, has become the standard guide for Westerners doing business with the Japanese--either here or abroad. Boye Lafayette De Mente, who has been living and working in Japan for more than twenty-five years, examines those characteristics that epitomize the Japanese character and business personality. De Mente explains how concepts from daily life extend to dealings in business and how loyalty to the family and nation applies to professional relationships as well. Throughout this book De Mente offers you invaluable advice for doing business with the Japanese. He compares the Japanese and Western approaches to business, pointing out the strengths and weaknesses of each. This is the one book on Japanese business structure and practices that offers explanations for what may seem like confusing and contradictory behavior to you. As part of a rationale for Japan's economic achievements, De Mente has formulated "Japan's Five Commandments for Success," which he presents here for the first time. No other book is as informative about the cultural factors that shape business practices in Japan. The insights that De Mente has gathered as the results of his long experience in Japan are presented on every page. No one who goes East with the intention of doing business with the Japanese should do so without first consulting *Japanese Etiquette & Ethics in Business*. "I am delighted to see this revised and expanded edition of a book that has become something of a classic over the decades. Boye De Mente's long experience in Japan . . . has given him a keen insight into the cultural factors that shaped and still control management practices in Japan." --Yasutaka Sai, Vice President, International Japan Management Association "This book is 'must' reading for anyone with even a marginal interest in Japan and Japanese business." --William K. Nickoson, President, Asia Dynamics (Japan) Ltd. "Until foreign businesspeople fully understand and learn how to cope with the cultural factors underlying Japanese society, particularly such elements as discrimination and egotism, they will not be able to understand or work effectively with the Japanese. Boye De Mente's *Japanese Etiquette & Ethics in Business* provides the basis for this understanding, along with practical advice on bridging cultural differences." --John Artise, Vice President, Drake Beam Morin, Inc.

Conducting business in Japan: a delicate and valuable skill is explained by a true master of Japanese culture. Not only is Japan the world's third largest economy, it is a global center for design for non-Japanese businesses looking to expand into international markets. But business people from outside Japan quickly discover that doing business in Japan is unlike anything they've experienced before. They find Japanese business etiquette and culture both highly regimented and maddeningly impenetrable—making it difficult to identify, much less approach, key decision-makers, or to bring negotiations to a successful close. Japanologist Boye Lafayette De Mente explains the key aspects of Japanese business practices and protocols with specific advice for approaching and engaging with Japanese executives, their staffs, and their organizations. *Business Guide to Japan* offers you invaluable insights into how to unravel the complicated maze of business bureaucracy, interpret verbal and written messages from your contacts, and create the critical social "comfort zone" necessary for working with Japanese companies. Doing business with the Japanese can be both challenging and rewarding, and the *Business Guide to Japan* offers you precise guidelines for success. **Etiquette Guide to Japan Know the Rules that Make the Difference! (Third**

Edition) Tuttle Publishing

Farewell to faux pas! Minding your manners is an acquired skill, but what serves you well elsewhere could trip you up in Japan. Save yourself possible embarrassment with *Etiquette Guide to Japan*. An inside look at Japanese social graces, it answers all the questions of the thoughtful traveler. Extensive, specific information on Japanese business etiquette assists readers traveling to Japan for business. Although often overshadowed by a modern facade, long-standing traditional aspects of Japan's culture still influence the country and almost everyone in it. Concrete evidence of this traditional culture can be seen everywhere—in the ancient arts and crafts that are still important parts of everyday life, in the many shrines and temples that dot the nation, and in the modern comeback of traditional fashions such as kimono and yakata robes. To many Western visitors, however, the most obvious example of this traditional culture's strength is the unique etiquette of the Japanese. Like many nations, Japan has experienced vast political, social, and economic change over the past century. But enough of Japan's traditional etiquette remains to set the Japanese apart socially and psychologically, and to make success in socializing and doing business with them a special challenge for Westerners. About this new version: This updated and expanded edition of the best-selling Japanese etiquette guide addresses not just the puzzling protocols relating to name cards, bowing or shaking hands, bathrooms and public baths—but also what to do when entertaining Japanese dinner guests, attending a Japanese tea ceremony, taking the subway, and much more! It also provides the latest etiquette in mobile phone manners, texting, social media and other forms of digital communication. The glossary at the back of the book has been revised to include the latest technology-related words and expressions used by Japanese today. Two new chapters address the changing role of foreigners in the workplace and the contemporary business style and etiquette used by the younger generation of Japanese who are now increasingly cosmopolitan—but still very Japanese!

A concise guide for business people or tourists, *Japanese Etiquette Today* contains vital information for navigating tricky Japanese social interactions. Japan today "looks" more and more Western, principles governing social and business relations become harder to see. Most foreigners know that Japanese etiquette differs from that of other countries, but few people know the extent of the differences. It is this diversity that first attracted the authors of *Japanese Etiquette Today*, a book written to make working and living in Japan enjoyable and rewarding experiences. The authors look at a variety of formal and informal occasions governed by subtle rules—visiting a Japanese office and home, giving and returning gifts, attending weddings and funerals, and much more. The result is an informal overview of Japanese society and a manual of practical advice on getting a long in that society. Complete with essential vocabulary and phrases, this handy guidebook explains what to do and perhaps more important what not to do, what to say, what to wear, indeed, whatever you need to observe the

complex rules of modern Japanese etiquette.

The Complete Guide to Japanese Etiquette for Visitors to the Beautiful Country Japan is a wonderful place that everyone should visit at one point in their lives. If you want to know the ins and outs of the fantastic country and walk among the people as if you were one of them, then this book is exactly what you need. If you want to know everything about Japanese life from the art of bowing all the way to knowing how to hold your chopsticks, then look no further. Japanese Etiquette for Tourists: Walks you through the history of etiquette in Japan and helps you understand the importance of it in modern society. Talks you through what will be expected of you during your trip to Japan so you don't feel left out or confused. Helps you avoid social ostracization. Ensures that your trip to Japan is not only more enjoyable, but the memories you make there will all be happy and fun filled instead of embarrassing. Enriches your social skills not only in Japan but across other cultures as well. You will be a different understanding about social interaction when you are done with this book. If you're ready to improve your social skills and enjoy the tranquil and colorful life of Japan, then buy Japanese Etiquette for Tourists now. It's up to you to take action and reap the rewards waiting for you.

The Japanese people have an extensive range of customs, rituals, and forms of etiquette for all aspects of their lives. These forms of etiquette are not only interesting for non-Japanese but also open our eyes to the fact that despite the huge strides Japan has made in terms of modern-day advancement in technologies, the age-old customs and traditions are still a deeply-embedded part of their society. They revere and respect their customs, traditions, and other forms of etiquette and expect people visiting from other countries to do so too. Similarly, the Japanese people are equally respectful of other people's traditions, customs, and etiquette and work hard to understand them so that they don't make a mistake when they visit other countries. Taking a page out of their etiquette book, it makes a lot of sense to learn about the Japanese forms of etiquette so that we can be prepared to do the right thing at the right time in the right place when we travel to Japan. Moreover, knowing about the culture of another country is a fabulous way of opening our minds and celebrating world differences. With the etiquette tips in this book, you will be able to handle the expectations of the courteous and polite people of Japan in terms of good behaviour and manners. Most of the people are happy to welcome guests and tourists with open arms and will be even more obliged to do their best to make your stay in their country happy and worthwhile if you show an effort to replicate their etiquette norms and requirements. What are you waiting for? Get this book and start learning today!

This insightful guide provides an in-depth look at the history of male-female relations in Mexico; at how Indian, Moorish and Spanish influences molded the character of present-day Mexicans, and how these influences continue to play a role in sexual morality, courting and marriage in Mexico. It covers the origins of

the machismo cult, the smoldering passions of men and women, the extraordinary romantic nature of Mexicans, the violent element in love, sex and marriage, visitors looking for romance in Mexico. and more! There are also some choice aphrodisiacs, including one that is known as "Raise the Dead!"

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Human males have been responsible for most of the violence that has plagued humanity since the origin of the species. It is something programmed into males by their genes. This built-in mindset is responsible for the present state of affairs in the United States and the economic, social and religious problems in virtually all other societies. Virtually all of the male-created institutions have traditionally been designed to keep women from using their minds and to repress their natural sexuality—and this especially applies to man-made religions. This book details the overall failures of American culture—from economics, education, entertainment, politics and religions to sexual behavior. It maintains that human beings cannot achieve even half of their potential until women play an equal if not primary role in the affairs of humanity. It also makes other suggestions for overcoming the built-in handicaps of humanity.

Farewell to faux pas! South Korea is one of the greatest economic success stories of the past 60 years, and more and more Westerners are traveling to this bustling, modern country for business and pleasure. But no matter why you visit, an understanding of Korea's etiquette and culture is essential to an enjoyable and successful trip. With *Etiquette Guide to Korea*, you'll never need to worry about making an embarrassing mistake—this authoritative guide covers everything the courteous traveler needs to know, including the importance of names and how to use them, shaking hands versus bowing, table manners for celebrations and everyday meals, and how to negotiate in Korea. Also included are invaluable lists of Korean vocabulary and helpful phrases, making this book the most important item you can pack for your trip or extended stay in Korea. *Japan's Cultural Code Words* is a study of Japanese society through the

understanding of the key terms and concepts that define their attitudes and behaviors. Japan's traditional culture is still so powerful that it continues to be the prevailing force in molding and tuning the national character of the Japanese, with the result that they still have two faces—one modern and rational, the other traditional and emotional. The best and fastest way to an understanding of the traditional and emotional side of Japanese attitudes and behavior is through their "business and cultural code words"—key terms that reveal, in depth, their psychology and philosophy. In 234 essays, arranged alphabetically from "Ageashi / Tripping on Your Own Tongue" to "Zenrei / Breaking the Molds of the Past". Long term expatriate and internationally renowned expert on Japan, Boye Lafayette De Mente offers personal insights into the extremes of Japanese behavior and into the dynamics of one of the world's most fascinating societies. ??

Farewell to faux pas! Minding your manners is an acquired skill, but what serves you well elsewhere could trip you up in Japan. Save yourself possible embarrassment with Etiquette Guide to Japan. An inside look at Japanese social graces, it answers all the questions of the thoughtful traveler. Extensive, specific information on Japanese business etiquette assists readers traveling to Japan for business. Although often overshadowed by a modern facade, long-standing traditional aspects of Japan's culture still influence the country and almost everyone in it. Concrete evidence of this traditional culture can be seen everywhere—in the ancient arts and crafts that are still essential parts of everyday life, in the many shrines and temples that dot the nation, and in the recent comeback of traditional fashions such as kimono and yakata robes. To many Western visitors, however, the most obvious example of this traditional culture's strength is the unique etiquette of the Japanese. Like many nations, Japan has experienced vast political, social, and economic change over the past century. But enough of Japan's traditional etiquette remains to set the Japanese apart socially and psychologically and to make success in socializing and doing business with them a unique challenge for Westerners. About this new version: This updated and expanded edition of the best-selling Japanese etiquette guide addresses not just the puzzling protocols relating to name cards, bowing or shaking hands, bathrooms and public baths—but also what to do when entertaining Japanese dinner guests, attending a Japanese tea ceremony, taking the subway, and much more! It also provides the latest etiquette in mobile phone manners, texting, social media and other forms of digital communication. The glossary at the back of the book has been revised to include the latest technology-related words and expressions used by Japanese today. Two new chapters address the changing role of foreigners in the workplace and the contemporary business style and etiquette used by the younger generation of Japanese who are now increasingly cosmopolitan—but still very Japanese!

Are you thinking about traveling to Japan? Discover Japan through this easy to follow guide tailored for first-time travelers! Most available online resources

contain too much information! If you've searched for a Japan travel guide online, you may have noticed: - Most guides contain disorganized information that may leave you with more questions than answers. - It is impossible to find practical information like how much a trip to Japan would cost, where to stay, and what transportation to use. 14 Days in Japan is the ultimate travel guide tailored for a first-time traveler. It provides detailed information about visiting Tokyo, Hirayu, Takayama, Kyoto, and Osaka during a 14-day period, including destinations and transportation options. The book highlights the amazing Japanese cuisine and introduces the readers to the Japanese history and culture. The stunning photos throughout the book will make you want to discover Japan right now. This book also includes the following sections: - Destinations List A handy list of spots to visit in Tokyo, Hirayu, Takayama, Kyoto, and Osaka. - Good to Know List A guide that will get you familiar with Japanese etiquette, customs, and useful information for tourists. - Tips List A list of suggestions that can help save time and money, and make a trip to Japan more comfortable. - Trip Budget A summary of how much we spent on accommodations, transportation, food, and attractions in different cities during our trip to Japan. This list can give you an idea of how to plan your budget. - What to Eat in Japan Food is an important part of this book. This section summarizes the food we ate into the following categories: must try, sweets, drinks, and worth trying. The lists also include information about where to try many of the items. - What to Buy in Japan Japan offers many unique items. This list provides information about some of them. NOTE: The paperback version has a black and white interior.

South Korean companies and technology have suddenly conquered the world. Samsung, Hyundai and LG are industry leaders and the global brands. Korean culture in the form of K-Pop music videos and "Korean Wave" films and TV dramas are watched everywhere from Tel Aviv to Singapore to Rio. Korean gourmet food trucks ply the streets of New York and LA, and kimchi has found a place on the shelves of well-stocked supermarkets around the world. With just a fraction of Japan's land area, less than half its population, and no natural resources—how have Korean companies managed to conquer the world in such a short period of time? What is the "secret sauce" of Korean business practices and companies that makes them so successful? To find out, readers need more than statistics and company profiles. Learning the basics about Korean culture, about Korean social etiquette and Korean business culture, will enable you to understand for the first time how Koreans think and why they work so effectively to achieve their goals. This understanding will enhance your own effectiveness in doing business with Koreans, or in competing with them—whether in Korea or elsewhere.

This is the first book to explain in detail why the Japanese think and behave as they do. In Japan: A Guide to Traditions, Customs and Etiquette veteran Japanologist Boye Lafayette De Mente unlocks the mysteries of Kata — the cultural forms that shape and define Japanese etiquette, character and world

view. These forms are responsible for creating the unique traits and talents which distinguish the Japanese people. Kata governs virtually all interactions in Japan and remains the key to understanding Japanese customs, business etiquette and daily communication. In seventy short, clear essays ranging from "The Art of Bowing" and "Importance of the Apology" to "The Compulsion for Quality" and "Exchanging Name Cards," De Mente unravels the complexities of Japanese culture by exploring the origin, nature, use and influence of Kata in Japanese life. By virtually delving into Japanese history and the collective Japanese psyche, readers will experience the modern expressions of this ancient culture and specific way of thinking.

In *Japan: A Guide to Traditions, Customs and Etiquette* veteran Japanologist Boye Lafayette De Mente unlocks the mysteries of Kata — the cultural forms that shape and define Japanese attitudes, behavior and character. These forms are responsible for creating the unique traits and talents which distinguishes the Japanese people. Kata governs virtually all interactions in Japan and remains the key to understanding Japanese business etiquette as well as daily communication. In seventy short, clear essays ranging from "The Art of Bowing" and "Importance of the Apology" to "The Compulsion for Quality" and "Exchanging Name Cards", De Mente unravels the complexities of Japanese culture and etiquette by exploring the origin, nature, use and influence of Kata in Japanese life. By virtually delving into Japanese history and the collective Japanese psyche, readers will experience the modern expressions of this ancient culture and specific way of thinking.

The *Simple Guide to Japan's Customs and Etiquette* will help you: -Gain an insider feel for the place; -Feel at home in the company of Japanese people; -Avoid faux pas in conversation, in travelling, in personal relationship.

Bargain shopping in Japan can be a challenge, but this book succinctly explains all the ins and outs to making the most of your Japanese shopping experience. Japan is the shopping capital of the world—unequaled in the number, variety and convenience of its shopping venues. The *Shopping Guide to Japan* is a one-of-a-kind Japan guidebook that provides detailed information about methods of payment, prices, taxes, tax-free goods, store hours, discount days, store etiquette, returns and refunds, and in-store bargaining. The shopping book covers all of the main shopping categories in Japan—from boutiques and departments stores to flea markets, shopping streets, train station shopping, bargain shopping and airport shopping. In addition to the primary shopping areas in Tokyo, Nagoya, Kyoto, Osaka and Kobe, the book covers Sendai and Sapporo in the north and Naha on the Island of Okinawa.

Author Boye Lafayette De Mente identifies and describes the six overlapping elements in life--the physical, emotional, sexual, intellectual, spiritual and philosophical--that determine the quality of life, and provides specific and provocative guidelines for understanding, coping with, and making the best use of these elements. De Mente is internationally known for his 60-plus books on

business ethics, culture, the influence of language on human behavior and the role of sex in human affairs. He has received numerous accolades for the clarity and impact of his writing style.

**FOR PARENTS, TEACHERS, PRETEENS & TEENS:** Japan's famous samurai warriors, who ruled the country from 1192 until 1868, were one of the most remarkable groups of people the world has ever seen. Their skills with the sword and other weapons of war have seldom been equaled and never surpassed. During the latter centuries of the samurai reign their training went beyond the martial arts to include such cultural pursuits as poetry, painting, calligraphy, history, philosophy and human behavior. Schooling in the skills and knowledge necessary to produce a samurai began in early childhood, and was a lifelong effort. *Samurai Principles & Practices That Will Help Preteens & Teens in School, Sports, Social Activities & Choosing Careers*, by internationally known Japanologist and author Boy Lafayette De Mente, identifies the principles and practices that made up the educational and training process of samurai youths. The book covers all of the basics of the samurai training-setting goals, discipline, diligence, perseverance, respect, personal appearance, keeping things in order, using intuitive and emotional intelligence, and tapping into cosmic power. De Mente says that training in karate, kendo (the way of the sword) and meditation are paths to learning the skills, morality and motivation that made the samurai so successful, and recommends that this training be incorporated into the educational system of Western countries. An intriguing handbook for success that should especially appeal to the video game generation...

Male members of Japan's famous samurai class, which began evolving at the end of the 12th century, were required to undergo physical, mental and spiritual training that gave them incredible skills in a number of martial arts. By the 1600s, samurai were also expected to become versed in aesthetics, calligraphy, philosophical matters and writing poetry. *SABURO-The Saga of a Teenage Samurai* are true-to-life stories of a young boy who opts to become a roving shugyosha (shuu-g'yoh-shah), or "samurai in training," rather than serve a feudal lord, leading him to extraordinary adventures that bring out the culture of his times. Saburo was born in the mid-1600s when the country was ruled by the illustrious Tokugawa line of shoguns who had closed the country off to foreigners except for a tiny detachment of traders in Nagasaki-and had turned their backs on Western guns in favor of the traditional sword. Each story is filled with cultural and historical facts that reveal both negative and positive elements in the lives of the samurai class, with Saburo surmounting those that are negative and eventually finding a master who explains the essence and the purpose of life. It is both an educational and an inspirational read for young people.

Despite the ages that have passed since homo sapiens developed the ability to think and behave in ways that transcended our animal origins-and in remarkable ways distinguished us from other primates-male humans in particular have continued to exhibit animalistic behavior, and today remain fixated on violence-

not only toward other humans but also toward animals, other species of life, and the Earth itself. There is more to the story of why so many human males are prone to engage in violence—and remarkably, most of this story has to do with attempts by men to establish controls and high standards for human behavior that to an astonishing degree had the opposite effect. The author says the reason for this dichotomy is that these religious-inspired attempts were based on the misunderstanding, misuse and abuse of human sexuality combined with the fundamental ignorance and willful stupidity of human males. He explains why and how this incredible situation developed and continues today, and includes some extraordinary recommendations.

Arizona's Navajo Indians, the largest tribe of Native Americans in the U.S. with a Reservation larger than 10 of the smaller states, arrived in the area several thousand years ago—an amazing event chronicled in their oral history and in key words in their language. Author Boye Lafayette De Mente has used these key words to reveal not only the history but the extraordinary culture and wisdom of the Navajos. Far from being simple savages when they first encountered white men in the 1500s, they had a long tradition of poetry and healing that equaled that of European nations. The book also details the virtual extinction of the Navajos in the 1860s by the U.S. military and their comeback from this "Fearing Time"—an amazing saga of American arrogance, ignorance and inhuman treatment of an extraordinary people.

Three popular destinations, from the series that makes the foreign familiar. Now expanded, revised, and thoroughly up-to-date, the best-selling insider's guide (over 40,000 copies sold) continues to help business and holiday travelers navigate the serpentine currents of Japanese life and culture. In addition to the wealth of social background for which the Simple Guides are justifiably famous (including information on business dealings, eating in and out, visiting the Japanese home, greetings, shopping, and more), the book includes new sections on space, silence, taboos, and attitudes toward foreigners. Also here are new "Facts about Japan", covering essential traveler's information on climate, clothing, currency, key cities, and a great deal more.

The human brain has a left side and a right side and it is well known that the two sides are programmed to perform different functions. There is growing evidence that sexual gender, the language one first learns as a child, and the culture in which one is raised play primary roles in determining which side of the brain is engaged at particular times.

This fascinating Japanese culture and business guide explains how bushido samurai culture has influenced modern Japanese behavior and business practices. Bushido, the ethical system of Japan's famous samurai class, which ruled the country from 1192 until 1868, eventually came to encompass every aspect of the lives of the people—their philosophical and spiritual beliefs, their etiquette, their family life, their dress, their work, their aesthetic sense, even their recreation. In *The Japanese Samurai Code*, Japanologist Boye Lafayette De

Mente attempts to identify the positive factors in Bushido that were primarily responsible for the astounding economic success of the Japanese, and still today play a vital role in their economic prowess. Perfect for those interested in doing business in, or with, Japan, or just trying to improve their own personal skills and performance, this book is a success manual for people in any endeavor.

Chapters include: The Power of the Samurai Culture—Kyoui no Bushi Bunka The Spirit that Motivates the Japanese—Nihonjin no Seishin Taking the Best & Leaving the Rest—Shusha Sentaku no "Myou" The Power of Dignity—Hinkaku no Chikara The Samurai Work Ethic—Bushu no Roudoh Rinri Knowing Without Being Told—Anmoku no Ryokai Adjusting to Change—Henka ni Taiou The Discriminating Mind—Urusai no Hitotachi and more!

How Serendipity Shaped the Life of Author Boyé Lafayette De Mente This is the personal memoir of author Boyé Lafayette De Mente, the 4th of ten children born to poor parents in an isolated valley in the Ozark Hills of southeast Missouri, and raised during the Great Depression of the 1930s. He went on to have a remarkable life which he attributes to the incredible power of serendipity. As editor of The IMPORTER magazine in Tokyo in the late 1950s and early 1960s and as the author of numerous pioneer books on the mindset and business practices of the Chinese, Japanese and South Koreans he made major contributions to the initial rise of Japan, South Korea, Taiwan, Hong Kong and China as economic superpowers. He played a leading role in helping to launch the career of Thunderbird School of Global Management alumnae brother Merle Hinrichs who became the largest trade magazine publisher in Asia, a major financial donor to Thunderbird and member of the board of directors. And he launched the publishing career of Kentucky hillbilly Larry Flynt who achieved great wealth and notoriety as the publisher of HUSTLER magazine and champion of freedom of speech. [On the day De Mente met Flynt he told his wife that he had just met a 26-year old man who had the intelligence and drive to become president of the United States by the time he was old enough to qualify for the office.] De Mente's encounters and relationships with such extraordinary individuals as Admiral Chester W. Nimitz, America's ranking naval officer during World War II; Akio Morita, co-founder and leading light of what was to become the Sony empire; Toshio Karita, former protocol officer for the Imperial Family of Japan; and Daisetsu Suzuki, Japan's leading Zen master, plus many more, were experiences he could not have even dreamed about before they happened. His story is an example of the potential of ordinary individuals to achieve significant things when life presents opportunities and they follow up on them.

Dining in Japan is both an art and an adventure— an experience that is made memorable by the variety of unique dishes, their gourmet quality, and the style in which they are served! With Dining Guide to Japan, you will have an extensive list of Japanese restaurants and exquisite food dishes. Dining Guide to Japan acts as a perfect Japan travel guide which includes: Dining and Transportation Maps Japanese Dining Vocabulary and Pronunciation Additional Food

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Vocabulary Detailed Descriptions of Japanese Cuisine Japan is literally a diner's paradise, with restaurants featuring the world's leading cuisine, from Chinese, French, German, Greek, Indian, Italian, Korean and Russian to Vietnamese. Japan's traditional food is world famous for its health and longevity enhancing properties and is not all rice and raw fish. In fact, Japanese cuisine is both varied in ingredients and cooking styles, and most foreign visitors quickly develop a taste for such things as miso soup, nori, oyako-don, ramen, shabu-shabu, soba, sukiyaki, tofu, tonkatsu, udon, unagi, yaki-tori... and yes, even fugu, the deadly globefish!

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