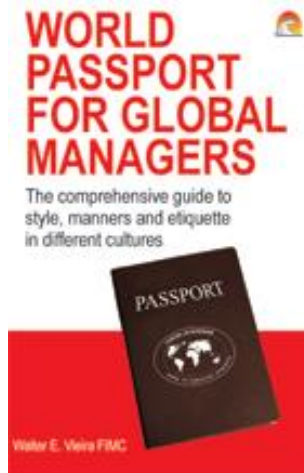




## World Passport For Global Managers



**Author:** Walter Vieira  
**Format:** Paperback  
**ISBN:** 8178061848  
**Code:** 9384C  
**Pages:** 168  
**Price:** Rs. 150.00 US\$ 6.00

**Publisher:** Unicorn Books  
Usually ships within 5 days

World Passport is a concise guide to navigating successfully in the global village. Technical knowledge and managerial skills are essential. But they are not enough. You need a high order of human skills. And experts in international business admit that success in managing people in different continents and building relationships and trust, depends on Business Etiquette. It is therefore worth spending time and trouble to learn more about Business Etiquette. World Passport is only an introduction.

In April 2009, the Economist had an article, which made three points:

- \* Manners maketh the businessman.
- \* Rudeness is out, and civility is the new rule in an uncertain world.
- \* It is now all about charm and openness and taking time with people.

Walter Vieira dips into 40 years of experience as a global manager and management consultant, operating across four continents. This book is filled with first hand, personal experiences and written in Walter's inimitable style – simple, lucid, direct and with a touch of humour.

A characteristic of his 10 other books. World Passport may motivate you to read more, observe more, and learn more, about the different ways in which people do things and how they are different from ours. And help you to behave appropriate in varied situations always with the theme – 'show consideration for others'. Business Etiquette can then be connected to Business Success – especially on the global platform – because Manners maketh the businessman.

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