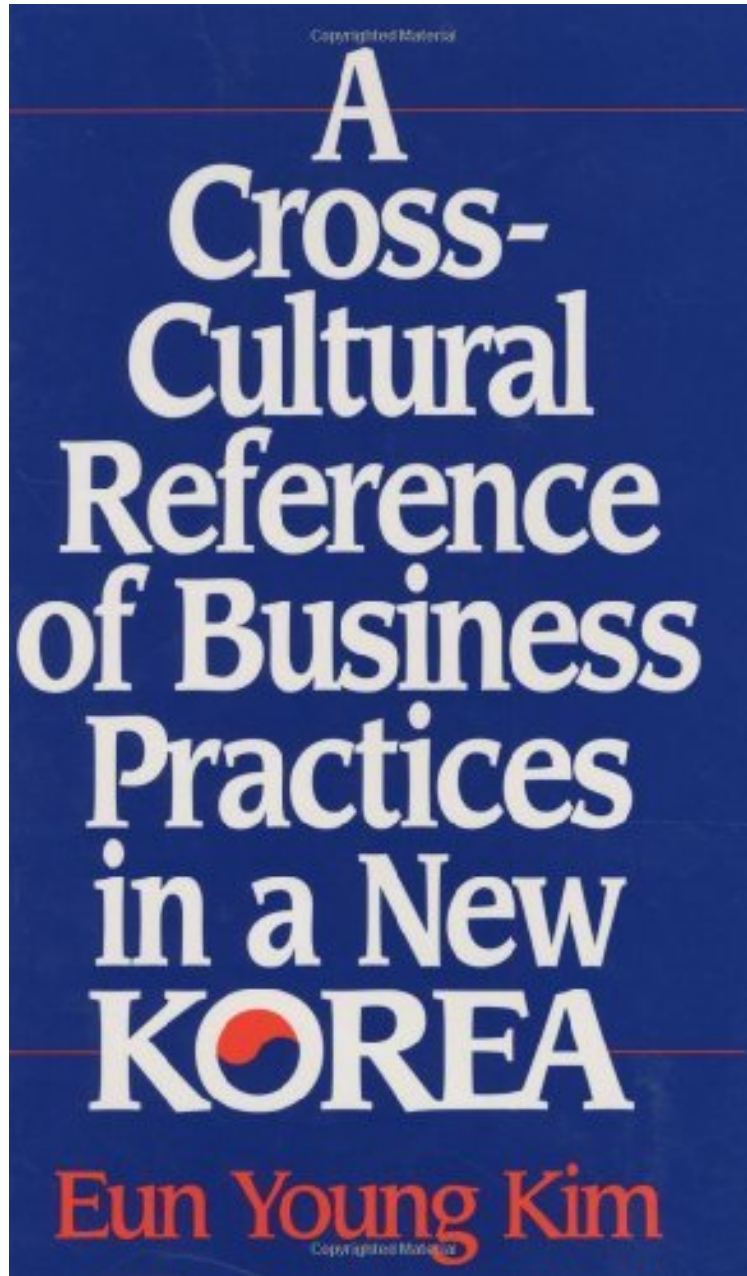


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A Cross-Cultural Reference of Business Practices in a New Korea

Eun Young Kim Valdez

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By Elena
You start the business in South Korea but you don't know how to discuss the contract with your Korean partner? You are a foreigner working for a Korean company and don't know how to get along with your new colleagues? Then this is a book for you. The author, Eun Young Kim, is of Korean origin recently working in a cross-cultural consulting company in Texas. Using both her domestic and international experience she is just the right person to examine the problems connected with cross-cultural intercourse. The book consists of 3 main parts. The first part introduces the country, provides basic information on Korean political and economical situation. It presents Korean culture, while paying a special attention to traditional values of Korean society, sex and family roles, food and leisure habits, and its evolution in the changing society. The second and third parts deal essentially with doing business in Korea. What is particularly nice about this book is that it not only depicts the problem, indeed, it is full of useful tips. For example, in the chapter 6 "Working through the Korean System" the author talks about different perceptions of contract that exist in Korean and American business cultures. But she also provides the reader with advice on prevention of possible problems while discussing the terms and conditions of the agreement. The book is well written and the organization of paper makes the reading smooth and pleasant. It can be used as a reference book for businessmen or an interesting reading for all foreigners planning to stay in the Republic of Korea. A few generalisations and sometimes vague statements are minor shortcomings of this book. The historical part requires some basic knowledge of Korean history, so if used as a text book it would be reasonable to use additional resources. The complete and conclusive research of a society as quickly changing as Korean is very unlikely to be ever published. However this book can be a reliable source of information and of a great help for everyone interested in encountering Korean culture.

Korea has been going through major changes since 1992, including a civilian government, opening of financial markets, restructuring of chaebols, changing roles of women, and new relations with North Korea. There have also been cultural changes which reflect on the Korean way of doing business and of living. The knowledge and skills for coping with these changes need to be mastered by those who want to interact with Koreans. The need for interpersonal relationships and good communication should be emphasized. Case studies and examples are used to illustrate effective transcultural management and communications. This is a reference to understanding changing cultures and business practices in Korea for scholars, and a comprehensive guide to Korean business practice, protocol, and communications styles for professionals. Western professionals doing business in Korea will find this material important in their business operations, communications, and interpersonal relations with Koreans. Other Asian business professionals will find the work useful in providing an insight to both the Western and Korean cultures. Scholars and students in Asian studies, Korean studies, and international business areas will find beneficial information.

From the Back Cover
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About the Author
EUN YOUNG KIM is Executive Director of CEO International, a cross-cultural communication consulting and training firm in Austin, Texas. Kim has consulted with Korean government officials and conglomerates and has trained multinational business leaders around the world. She is the author of five books.