

BOOKS WORTH READING

Lessons Not Taught In Business Schools

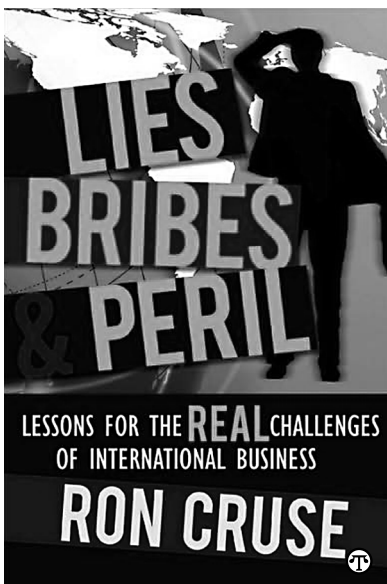
(NAPSA)—For anyone involved in international business or intercultural relations, a new book offers a unique collection of business experiences in virtually every headline-grabbing hot spot in the world.

“Lies, Bribes & Peril: Lessons for the Real Challenges of International Business” (iUniverse) was written by Ron Cruse, a successful entrepreneur who has traveled nearly 2 million miles throughout a career that mirrors the rise of the global marketplace.

From Russia to Zimbabwe, from Pakistan to Nigeria and from Germany to Afghanistan, Cruse relates the stories of his dealings with an unusual cast of characters—a gentle Sudanese, a Harvard-educated Saudi, a Masai guide, an Indonesian shopkeeper, a Kazakh official, an Iraqi driver and many more—in a way that entertains as well as informs.

The author’s fast-paced, enthusiastic style vividly illustrates how culture affects perceptions, actions, thinking, communication, legal frameworks and even personal security when doing business globally. In addition, the book powerfully demonstrates how attempting to transcend political borders and cultural divides can transform even ordinary events into bizarre challenges that must be carefully navigated to ensure success.

The experiences portrayed are real and written from firsthand experience. The lessons in the book highlight Cruse’s adventures, from the harrowing (using cultural leverage to escape foreign detainment) to the hilarious. This unique book provides an educa-



An expert in international business relations shares the first-hand lessons he’s learned in an intriguing new book.

tion not to be found in any classroom in the United States, and includes lessons that address:

- A global outlook on international communications strategies;
- Major underlying principles that affect both foreign and domestic business practices, including the concepts of bargaining, using leverage and logic, and saving face; and
- The importance of examining international business interactions through a cultural lens to recognize how different people use different values to communicate and do business.

“Lies, Bribes & Peril” is available at Amazon.com, Barnes and Noble bookstores and at www.liesbribesandperil.com.