



## Encountering the Chinese: A Modern Country, An Ancient Culture (Paperback)

By Cornelius Grove, Hu Wenzhong

NICHOLAS BREALEY PUBLISHING, United Kingdom, 2010. Paperback. Condition: New. 3rd edition. Language: English . Brand New Book. 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.



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