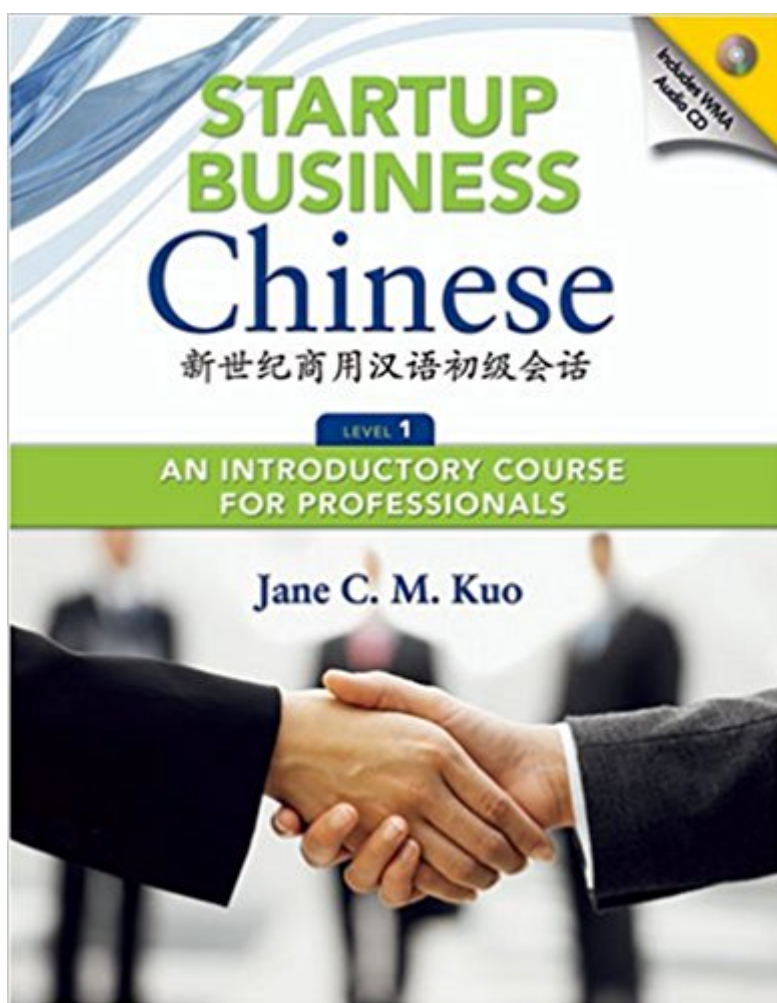


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# Startup Business Chinese: An Introductory Course For Professionals, Level 1 (English And Chinese Edition)



## Synopsis

This first level of a projected three-level series is geared to those who are learning Chinese specifically to do business in China. The dialogues, grammar, and vocabulary are designed for beginners, but with an added emphasis on business communication: negotiating, socializing, establishing and maintaining good relationships. Extensive notes help with navigating cultural differences in business or daily life. Over 600 vocabulary words in Level 1 prepare learners to handle basic daily corporate interactions.

## Book Information

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Average Customer Review: 2.1 out of 5 stars 2 customer reviews

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## Customer Reviews

Ideal for business professionals, business majors, travelers, and others doing business in or with China.

Jane Kuo received her Ph.D. in Educational Psychology from Arizona State University in 1992. Her teaching career started in 1974 when she developed a business-focused Chinese language program at Thunderbird, the Gravin School of International Management, in Glendale, Arizona, where she was promoted to Professor of Chinese and ultimately selected as an outstanding professor three times by Thunderbird's student government. Dr. Kuo is a leader in business Chinese instruction in the U.S. and has authored *Open for Business* (now in its second edition) in addition to *Startup Business Chinese*. Her research interests include the study of theories and pedagogy in language teaching and acquisition, as well as the analysis of techniques in language proficiency

testing and assessment. She has been active in presenting her work at conferences and in setting up international partnerships in language training in China and Japan.

Book is fine, a few mangled pages however.

Terrible book for learning! Complicated and not practical learning for the traveler to China, business or vacation...

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