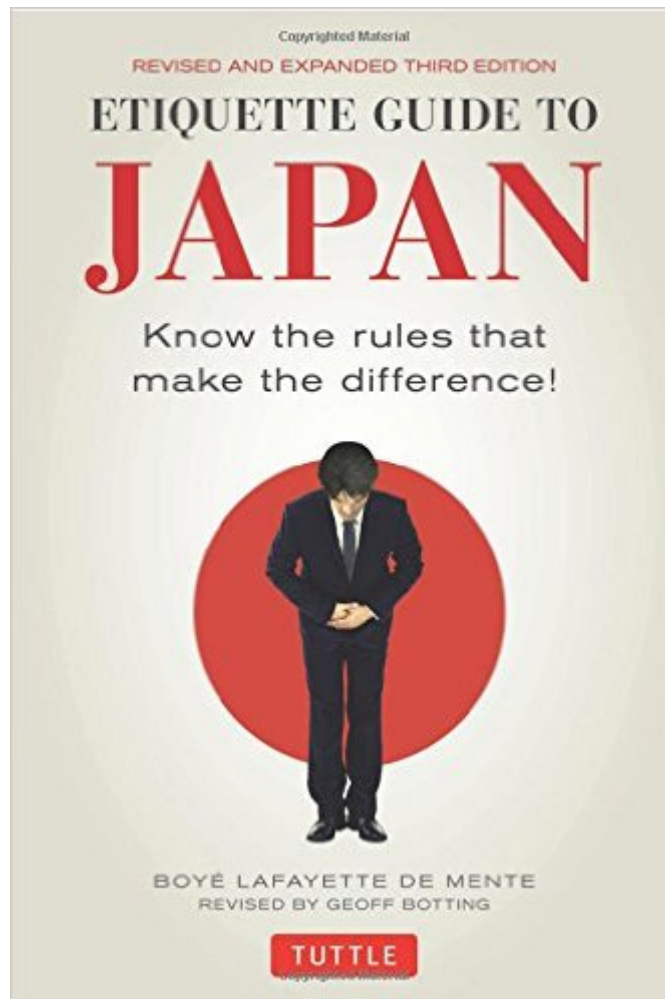


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# Etiquette Guide To Japan: Know The Rules That Make The Difference! (Third Edition)



## Synopsis

Farewell to faux pas! Minding your manners is an acquired skill, but what serves you well elsewhere could trip you up in Japan. Save yourself possible embarrassment with *Etiquette Guide to Japan*. An inside look at Japanese social graces, it answers all the questions of the thoughtful traveler.

Extensive, specific information on Japanese business etiquette assists readers traveling to Japan for business. Although often overshadowed by a modern facade, long-standing traditional aspects of Japan's culture still influence the country and almost everyone in it. Concrete evidence of this traditional culture can be seen everywhere—in the ancient arts and crafts that are still important parts of everyday life, in the many shrines and temples that dot the nation, and in the modern comeback of traditional fashions such as kimono and yakata robes. To many Western visitors, however, the most obvious example of this traditional culture's strength is the unique etiquette of the Japanese. Like many nations, Japan has experienced vast political, social, and economic change over the past century. But enough of Japan's traditional etiquette remains to set the Japanese apart socially and psychologically, and to make success in socializing and doing business with them a special challenge for Westerners. About this new version: This updated and expanded edition of the best-selling Japanese etiquette guide addresses not just the puzzling protocols relating to name cards, bowing or shaking hands, bathrooms and public baths—but also what to do when entertaining Japanese dinner guests, attending a Japanese tea ceremony, taking the subway, and much more! It also provides the latest etiquette in mobile phone manners, texting, social media and other forms of digital communication. The glossary at the back of the book has been revised to include the latest technology-related words and expressions used by Japanese today. Two new chapters address the changing role of foreigners in the workplace and the contemporary business style and etiquette used by the younger generation of Japanese who are now increasingly cosmopolitan—but still very Japanese!

## Book Information

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## Customer Reviews

In Japan, as visiting foreigners keep discovering -- if they're paying proper attention -- "etiquette" means a great deal more than simply knowing which knife and fork to use. (Or, in this case, what not to do with your chopsticks.) Japan has been a deeply and subtly ritualized and mannered society for millennia, and even with the postwar easing of some rituals and the introduction and acceptance of certain Westernisms -- and even though the Japanese are generally tolerant of minor faux pas on the part of non-Japanese -- the foreign visitor still needs to be very aware of the expectations of those around him. However, this book is also an excellent source for the non-visitor who simply has an interest in Japanese society and culture. The author has been both a periodic resident and been otherwise closely involved with Japan for going on six decades, and he's also a very observant and thoughtful writer, which makes him an ideal guide for the westerner on all things Japanese. He not only tells you what to do, what not to do, and what you can get away with, he provides the historical background, the psychological rationalization, which not even some Japanese are really aware of. This will help you to extrapolate your behavior in other situations, and will assist you toward an understanding of why the Japanese are the way they are. Those shallow-thinkers who consider the Japanese simply "inscrutable," alien, and beyond American understanding should definitely read this book.

I got this book to find out what my Japanese wife hadn't told me about being polite during our visits to Japan. I found a few new tidbits in the book (keep in mind that I've visited Japan a dozen times or so) that I didn't know. And much of the stuff I already knew was well described for the most part. It goes into detail, such as with gift giving, holidays, visits to friends and family, some business protocols (such as viewing business cards). The book misses some trivial errors, such as never moving a floor pillow (sabuton) with your feet, how to drink from a fountain at a buddhist shrine, and that you don't have to bow to every store clerk that bows to you. With that said, there is plenty to learn in this guide. I feel the book will be most useful to someone who plans an immersion trip to Japan or needs to go there on business. If you are just sight-seeing, this book is probably a bit much. The book also does not go into details for making a living, getting an apartment or the such,

so if you are moving, this may make a nice second book.(I wish I got this book for my brother-in-law, who went to Japan to sign a deal. The next morning, after a wild night on the town with the president of the company, he hugged the president in front of numerous employees bidding him farewell--instead of a bow and handshake. The million-dollar deal fell through and he never heard from the president again.)

Virtually essential when travelling to Japan for business (or visiting relatives) and extremely helpful for the casual tourist. In spite of its brevity, it covers nearly all of the essentials and provides a wealth of historical and cultural background for many of the customs. Even though this is the only one I have read so far, I would imagine that other books by De Mente are well worth reading.

All I'm going to say is, I'm currently studying in Japan, with little grasp of the language, but this book has made me look good --as it turns out, the Japanese love a westerner who knows their manners!

This book hits the nail on the head as far as manners in Japan go. Though you won't be expected to know but, knowing etiquette will surprise those you encounter and make a very good impression.

A very good guide for non-Japanese to understand the cultural habits of Japanese. It is all too easy for people to behave offensively in Japan. I knew a lot before reading this book, but I was surprised by how much I did not know. Well worth buying and reading!

I read this book on the plane to Japan. It was extremely useful in ways that most guide books were not, as it described the history behind many of the customs, attitudes and mannerisms that we experienced while traveling in the country. It has useful phrases, more nuanced and giving more understanding to the phrase than from guide books which just show a dictionary of sorts. Highly recommended.

My son is moving to Japan so I picked up this book for him. It is densely packed with information on everything from the 3 types of bowing to expected behavior at a funeral. I found it fascinating and it will definitely help my son assimilate into the culture.

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