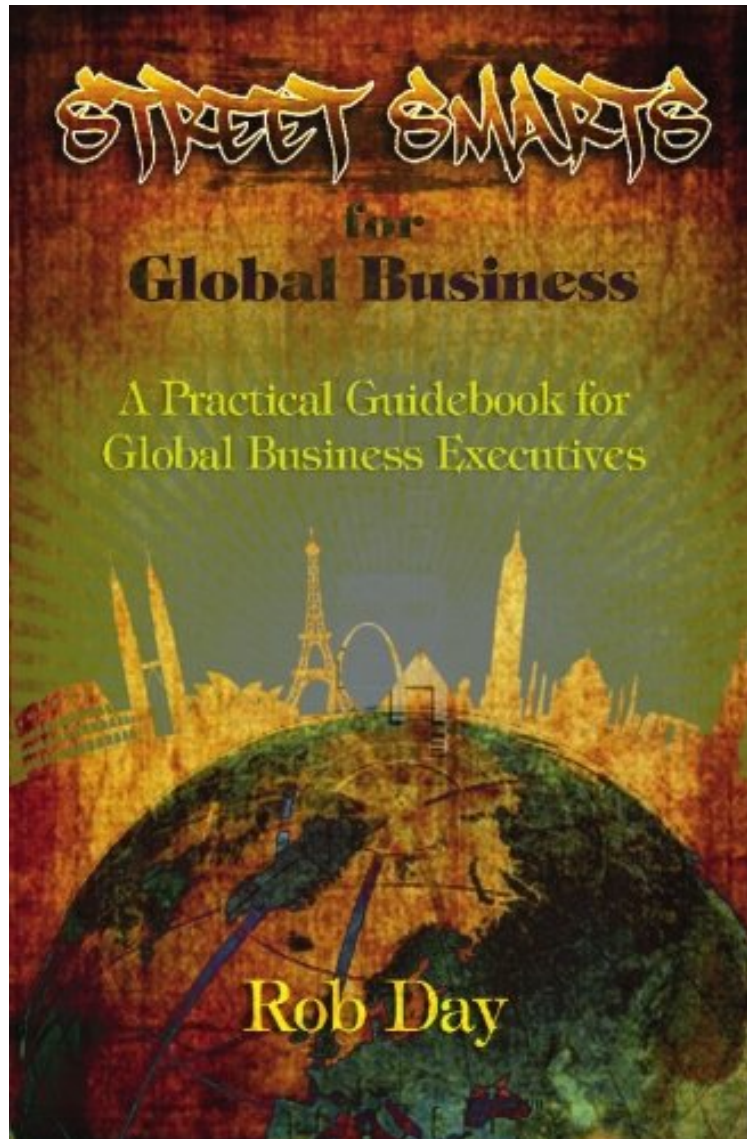


[Library ebook] Street Smarts for Global Business: a practical guidebook for global business executives

Street Smarts for Global Business: a practical guidebook for global business executives

Robert Day

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Robert Day : Street Smarts for Global Business: a practical guidebook for global business executives before purchasing it in order to gage whether or not it would be worth my time, and all praised Street Smarts for Global Business: a practical guidebook for global business executives:

0 of 0 people found the following review helpful. Excellent overview of doing business globally - highly

recommended! By Juan Alvarez I've been working and living in Latin America for the last 10 years, helping US companies sell and deliver successful deals in the region. And previous to that I've worked with US companies selling and delivering deals in Japan, Korea, Spain and Iceland. The observations in Mr. Day's book are spot on. I've read a few dozen business books to better understand and be better prepared for the challenges of doing business in Latin America and globally (often in Latin America, we also find ourselves negotiating with business people from China, Sweden, Spain, India, etc..) but what I found missing was a single book that maps out the important areas that need to be managed to be successful in a new country/region. Mr. Day's book is this book - a good solid overview of the challenges we face when working globally. I value that rather than an academic book or a book written by consultants, this is a book written by a business person, sharing his own observations, illustrated with practical real world case studies. A word to the wise - keep an eye on your book! My first copy 'went missing' while I was taking a nap on a flight and I had to buy another. 0 of 0 people found the following review helpful. Advice that rings true. By M. B. Green The advice in this book rings true and meets the stated goal of providing the 20% of information needed to be successful in international dealings. My recent experience with business people in China, Korea, Japan, France, Switzerland and Germany all echo the observations that Mr. Day provides in this document. This was my best business oriented book investment of 2008. 0 of 0 people found the following review helpful. A must for any business looking to expand across national borders. By Midwest Book Review It doesn't take being a doctor of economics to have good, solid business sense. "Street Smarts for Global Business: A Practical Guidebook for Global Business Executives" is a guide to applying the common sense knowledge of business knowledge that one uses every day and using it when dealing with international business. From legal worries to dealing with cultural divide, Day demonstrates that the world of international business isn't so different from the domestic version. "Street Smarts for Global Business" is a must for any business looking to expand across national borders.

A common response often heard by Americans when conducting business overseas is That's just not how things are done over here. As true as that statement may be and no matter how different things are done elsewhere, the business objective remains the same: close the deal, create value, and get paid! Street Smarts for Global Business gives you a behind the scenes look at how global business transactions are done in countries and cultures outside of the United States. Six key topics are explored: legal, language and communications, culture, negotiations, negotiations, outsourcing, and protecting intellectual property. In this book you will discover: How to win global business via authentic stories and experiences from a seasoned global business executive. "Street Smarts" templates that provide step by step guidance for analyzing and closing global opportunities. Behind the scenes business situations and case study examples for numerous countries to include China, Brazil, Italy, Germany, and Slovenia to name a few.

From the Author Having been fortunate enough to have the experience of operating in executive roles for a variety of large publicly traded to small private companies; I realized that there are very few manuals or books pertaining to "the essential 20%" of the global skills required to be successful. My mission was to write a book that communicated my experiences so that others could succeed. You will discover: How to win global business via authentic stories and experiences from a seasoned global business executive. "Street Smarts" templates that provide step by step guidance for analyzing and closing global opportunities. Behind the scenes business situations and case study examples for numerous countries to include China, Brazil, Italy, Germany, and Slovenia to name a few. From the Inside Flap Introduction Excerpt What is "Street Smarts"? Having been fortunate enough to have the experience of operating in executive roles for a variety of large publicly traded to small private companies; I realized that there are very few manuals or books pertaining to "the essential 20%" of the global skills required to be successful. Operating globally for a start-up organization or an established company looking to expand into new markets is challenging. There is a lack of concise information about the key skills, guiding principles and just plain "Street Smarts" needed to succeed in the global business market. I use the term "Street Smart" to describe an individual who can quickly assess an environment or situation, determine the key metrics that increase the probability for success, and then have the personal characteristics to succeed and win. In other words, being "Street Smart" means that you can think fast on your feet, make quick decisions on limited data, have a magnetic personality that attracts others, and have the tenacity and creativity required to close the deal. In this book I share my personal experiences as a way of introducing you to the "Street Smart" principles that you can apply today in the global marketplace. Excerpt from Chapter 3: Language and Communications - "Being Understood Even When They Do Not Understand" Please Speak Slowly One of the first questions you may ponder as you venture out into the global market place is how are you going to communicate. Numerous questions come to mind. Will the whole meeting be conducted in English? Do I need to bring a translator? Should I be paranoid if they talk in their native tongue for the entire meeting? Are they offended that I don't speak their language? Should I get my slides translated? Is it rude for me to ask them to slow down? I have found the answer to all of the questions above to generally be "No". The global business language is English, but you will have to be patient and make accommodations when necessary. English is the current lingua franca of international business, science, economics, technology, aviation, and the internet. Even so, it is still beneficial for the global business

executives to expand their knowledge of foreign languages. Make an Attempt On my first trip to Paris, I recall being excited at the opportunity to finally speak a little French since I had studied the language in junior high school. In an attempt to navigate my way via the Paris subways to my meeting, I asked directions of a friendly looking gentleman on the street. I chimed in my best Parisian accent, "O est le mtro, si vous plait?" With elegance, the gentleman replied "Brother, it is down the street on your left." The lesson I took away from this experience is that if you make an honest attempt to speak the basics of the language like "please", "thank you", "nice to meet you", etc. your foreign counterpart will appreciate your efforts and be very accommodating. Not understanding the language when most of the meeting is spoken in a language other than English can be used to your advantage. Japanese executives are known for having their subordinates do all the communications and translations while they sit back and listen. Even though they speak English, they understand the value of having extra time to think and formulate a calculated response...About the Author Rob Day is a seasoned global business executive with fifteen years of experience. He has worked for large public companies like IBM and Openwave Systems, as well as small start-up, venture capital backed companies. Rob has leveraged his experiences from a diverse background that includes being a successful international sales manager, stock broker, aerospace engineer, pilot, and Desert Storm war veteran. Rob has written, negotiated, and managed over one hundred international business transactions to include global partnerships, sales contracts, and reseller agreements. He has negotiated business deals on nearly every continent and has deep experience all over the world to include China, Italy, Germany, Slovenia, Great Britain, and Brazil to name a few. He earned his M.B.A. from California State University and a B.S. Degree in Engineering from the United States Air Force Academy.