

Useful book for business travelers

Source information

Reference list entry:

McCrum, M. (2007). *Going dutch in Beijing: How to behave properly when far away from home*. New York, NY: Holt.

What it's about:

Going Dutch in Beijing: How to Behave Properly When Far Away from Home by Mark McCrum provides information about the customs and culture of other countries and encourages travelers to become familiar with them.

Excerpt from McCrum page 1:

"The possibility of making an embarrassing or downright offensive faux pas becomes ever more frequent."

Excerpt from McCrum page 137:

"Northern Europeans tend not to put a huge value on small talk. In Sweden the phrase for such interaction is 'dead talk.'"

Your paragraph

A useful book for business travelers is Mark McCrum's *Going Dutch in Beijing: How to Behave Properly When Far Away from Home*. The book provides a wealth of information about cultural differences around the world. Its key point is simple: You should learn about the society you are about to visit. McCrum says travelers must be careful not to make "embarrassing or downright offensive faux pas." He then lists many examples. For example, in a brief section titled "Dead Talk," McCrum notes that small talk is not valued in Northern Europe. In a section titled "Matey," McCrum looks at taxicab etiquette, noting that cab drivers in Japan hold the door open for passengers. However, you can count on one thing wherever you go. McCrum points out, "A friendly manner and genuine smile will work wonders anywhere in the world."