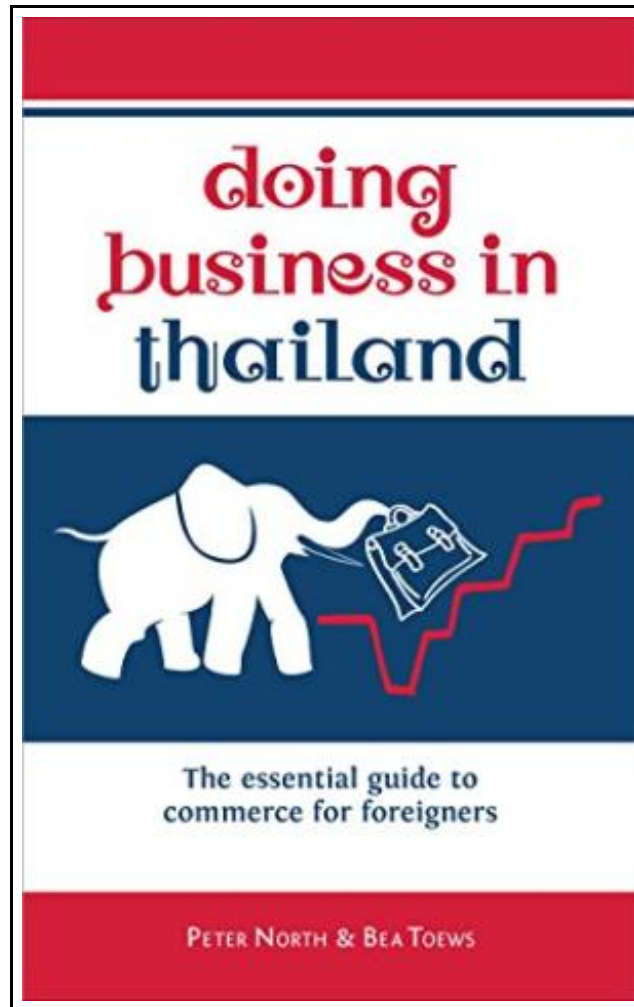


Doing Business in Thailand: The Essential Guide to Commerce for Foreigners



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DOING BUSINESS IN THAILAND: THE ESSENTIAL GUIDE TO COMMERCE FOR FOREIGNERS



Marshall Cavendish International (Asia) Pte Ltd. Paperback. Condition: new. BRAND NEW, Doing Business in Thailand: The Essential Guide to Commerce for Foreigners, Peter North, Bea Toews, Any business person knows that one of the ways to grow your business is to seek out new markets. As advances in technology make the world smaller, more and more companies are venturing into other countries. While the basic idea is good, they soon realize that doing business in a foreign country is different than back home. Besides the differences in rules and regulations, there are also many cultural norms and unspoken codes of conduct that stand as obstacles in the path to success. In a country such as Thailand where there is the added challenge of a different language, doing business may seem even more daunting. How does one even read or write Thai whose system of alphabet is alien to most of us. And the applications for many official licenses and permits have to be completed in Thai. Drawing from interviews with successful foreigners who have set up business and his first-hand cultural experience in Thailand, the author quickly maps out the necessary government requirements for businesses and how to fulfil them. In addition, he provides an overview of the cultural norms that one needs to understand and how readers can learn the ways of doing business in Thailand and quickly blossom and prosper along with their local partners.



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