So if you're a business person trying to sell a product in China

if you're taking the time to learn Chinese (Mandarin or Cantonese

or whatever language you're learning) that resonates well with the

people, specially if it goes along with the food.

You know I mean if... cultural acquisition is... should be seamless.

The *Pirahã* told me one time that the... one reason... they saw me

eating a salad, because I brought in a salad by plane when I came in,

I missed the vegetables. And they said "that's why you still don't

speak our language, because we don't eat leaves!"

Learning a language is making a fool of yourself a lot! And that is

just the way it is, you know, my kids went to Brazil and they got into

Brazilian schools and by the end of the first 6 months they all spoke

perfect Portuguese, and I was still struggling.