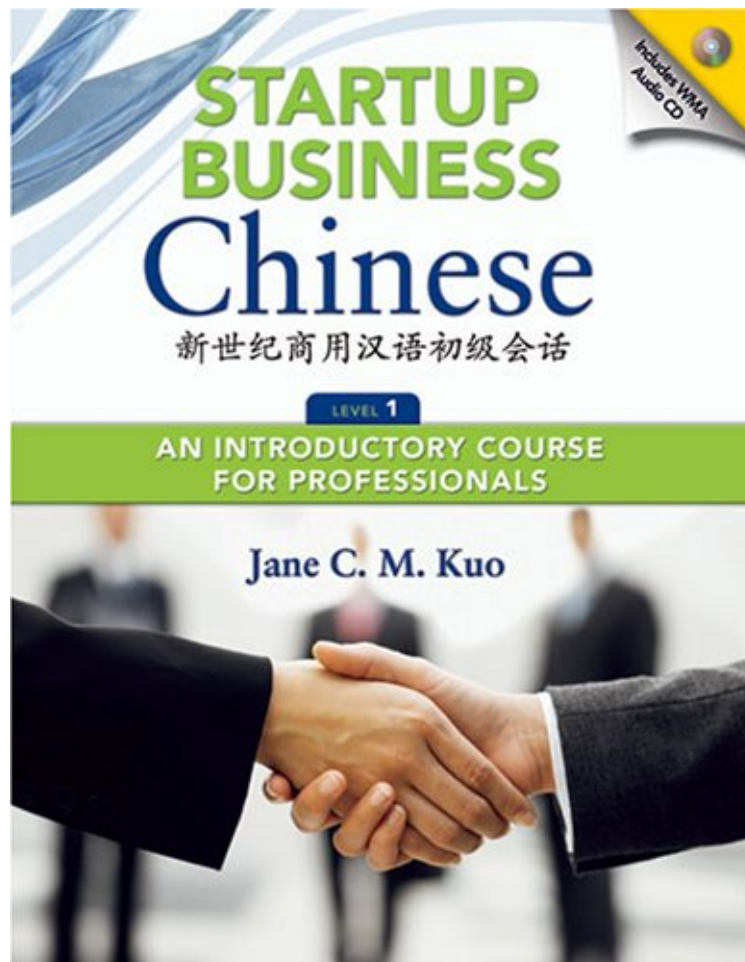


[Library ebook] Startup Business Chinese: An Introductory Course for Professionals, Level 1 (English and Chinese Edition)

## Startup Business Chinese: An Introductory Course for Professionals, Level 1 (English and Chinese Edition)

Jane C. M. Kuo

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**Jane C. M. Kuo : Startup Business Chinese: An Introductory Course for Professionals, Level 1 (English and Chinese Edition)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Startup Business Chinese: An Introductory Course for Professionals, Level 1 (English and Chinese Edition):

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This first level of a projected three-level series is geared to those who are learning Chinese specifically to do business

in China. The dialogues, grammar, and vocabulary are designed for beginners, but with an added emphasis on business communication: negotiating, socializing, establishing and maintaining good relationships. Extensive notes help with navigating cultural differences in business or daily life. Over 600 vocabulary words in Level 1 prepare learners to handle basic daily corporate interactions.

From the Publisher: Ideal for business professionals, business majors, travelers, and others doing business in or with China. About the Author: Jane Kuo received her Ph.D. in Educational Psychology from Arizona State University in 1992. Her teaching career started in 1974 when she developed a business-focused Chinese language program at Thunderbird, the Gravin School of International Management, in Glendale, Arizona, where she was promoted to Professor of Chinese and ultimately selected as an outstanding professor three times by Thunderbird's student government. Dr. Kuo is a leader in business Chinese instruction in the U.S. and has authored *Open for Business* (now in its second edition) in addition to *Startup Business Chinese*. Her research interests include the study of theories and pedagogy in language teaching and acquisition, as well as the analysis of techniques in language proficiency testing and assessment. She has been active in presenting her work at conferences and in setting up international partnerships in language training in China and Japan. Excerpt. Reprinted by permission. All rights reserved. From the Preface: China has evolved by leaps and bounds since Deng Xiaoping set into motion the transformation of China's economy with the Open Door policy in 1978. Since then, China's agrarian-based economy has transitioned into one that is more diverse and more heavily industrialized. This growing industrial economy has subsequently progressed to such a high level of importance on the world stage that business professionals worldwide are now flocking to mainland China in a drive to advance their business prospects. This migration of commerce to China has created a demand for executives who not only have expertise in their particular industries, but also have an understanding of Chinese language and culture. In the past few years, executives going to China have usually had true business acumen but have lacked the linguistic and cultural skills necessary to communicate well in China. This book is designed to rectify that imbalance by enabling business professionals entering the Chinese market to supplement their strong business skills with commensurate knowledge of Chinese language and culture. This textbook is intended for students of Chinese in general, and more importantly for businesspeople. Therefore, the topics in this book are specifically designed to enhance learners' business communication skills and cultural awareness. It is the author's hope that through business-oriented situational dialogues, which use industry and workplace-specific vocabulary and expressions, learners may become better equipped to interact with their local colleagues, employees, and clients in China. Relevant cultural points to assist beginning Chinese language learners to better understand basic social norms and modes of interaction in China are also included. Overall, interactive communication skills are prioritized to enable students to reach a basic level of Chinese language proficiency in a reasonable amount of time.