




**Avoid the kind of mistakes that hurt reputations, relationships,
and even the bottom line in sales and marketing!
The #1 authority on global business etiquette shows how.**

How do you break the ice in the UAE? When should you bring out a contract in China? How close should you stand to a South Korean? Terri Morrison, Speaker and CoAuthor of the global business-etiquette classic *Kiss, Bow, or Shake Hands*, turns her attention to sales and marketing, providing the information and advice professionals need to ensure their intended meaning comes through in every form of communication with customers, partners, and team members—around the world!

Kiss, Bow, or Shake Hands: Sales & Marketing offers straightforward advice on how to interest international customers, addressing such issues as:

- Icebreakers
- Negotiating
- Physical Distance
- Global Advertising Taboos
- Body Language
- Public Speaking
- Sales Presentations
- Global Trade
- Attire
- Design Elements
- Data Gathering
- Useful Foreign Phrases
- Marketing Blunders
- Dining Etiquette

Visit www.kissboworshakehands.com

 **FACEBOOK** Facebook.com/TerriMorrison
 **twitter** @KissBowAuthor
 **LinkedIn** Kiss, Bow, or Shake Hands
EMAIL: TerriMorrison@kissboworshakehands.com
PHONE: (610) 725-1040

Read Terri Morrison's World Wise Column in Business Traveler USA, and enter the contest for a free book!

TERRI MORRISON (Philadelphia, PA) is a Keynote Speaker and President of Getting Through Customs, an Internet product and training firm for global business travelers. She is the coauthor of nine books, including *Kiss, Bow or Shake Hands* and *Dun & Bradstreet's Guide to Doing Business Around the World*.

