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The Business Chameleon

Ron Roet, Diana Beaver

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A practical work aimed at helping international business people become more effective and successful in their dealing around the world. Too many perfectly good deals are destroyed by people simply being unaware of how differently business is conducted in different countries. The text combines two powerful approaches to communication and dealing between people of different nationalities - NLP and Cultural Auras Theory (CAT). NLP is rapidly becoming the leading approach to personal interactions and CAT examines the changes from formal business to friendly business, to friendly personal and inner core as relationships develop.

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