



The Art of the Deal: A Practical Guide to Business Etiquette and the 36 Martial Strategies Employed by Chinese Businessme

Laurence J. Brahm

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Extremely useful to newcomers and old china hands alike, this Chinese business guide explains how Chinese history and classical literature play a huge role in negotiating in China.

Negotiating a deal in China requires patience—a well-known Confucian virtue; persistence—something which comes with time; and survival instincts—something that comes with persistence. For both the uninitiated, negotiations in China may come as a culture shock, laced with frustration. For the experience China trade negotiator, it is a never-ending learning process. For both parties, the secret to negotiating in China may well lie in the knowledge of the military ploys described in China's ancient classics.

In *The Art of the Deal in China*, author Laurence J. Brahm applies Sun Tzu's *Art of War*, the ultimate guru's statement of military strategy and the *Thirty-six Strategies*, a collection of sayings which capsulize strategic prowess in ancient Chinese history, to modern-day negotiating situations in China, both commercial and political.

The stories in the book, all based on actual happenings, will not only amuse but will provide hope to many foreigners engaged in the often drawn –out and frustrating process of negotiating a deal in China.

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