

**A CROSS-CULTURAL REFERENCE OF BUSINESS
PRACTICES IN A NEW KOREA**

Ashlie Raska

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Cross-Cultural/International Communication

Korea has been going through major changes since , including a civilian government, opening of financial markets, restructuring of chaebols, changing.

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Kim has written a very readable guide both for profes- has consistently sought a partnership with the community. sionals doing business in Korea and for.

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This develops a system in which influence and close circles of contacts among those screening for those higher up create an informal and unofficial business hierarchy. A Quick Guide to Customs and Etiquette 2nd ed. Lacy, Ring of Seasons: Women in business Although South Korean attitudes to women in business are changing slowly, it is still very rare for women to hold senior positions in South Korea. Speech act theory and business communication conventions. Trenn, Chinese Business Etiquette:

Chapter on beliefs and values, friendship, emotion vs. Charlie Pye-Smith, Pocket series, published by World Trade Press. There have also been cultural changes which reflect on the Korean way of doing business and of living.