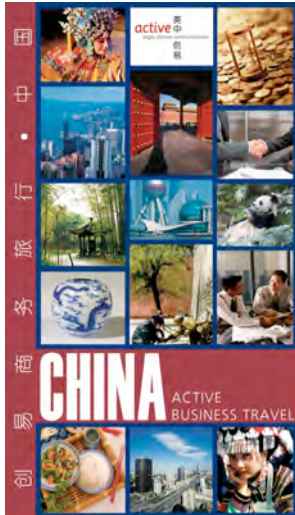


Introduction to a very practical and unique corporate gift to your clients here and in China



Why the 'Active Business Travel – China' and 'Active Business Travel – Great Britain' Handbook?

During the past eight years we have engaged in extensive business development between China and the UK and facilitated business dealings for a number of companies and organisations in both countries. Frequently we would observe the many cultural and business behavioural differences that so often create artificial hurdles to successful business cooperation. While there has been a plethora of travel books and business guides on China and the UK, there is no one title that provides a comprehensive guide to doing business in either country in an easy to read, reference and carry format.

Building on the experience of our team of international business experts and extensive research into the cultures and business environments of both China and the UK, Active Business Travel guides provide the most coherent, relevant and timely content for the modern business traveller.

The **English language** guide to **business in China** provides all that a business visitor needs to understand the way of doing business, the cultural flash points and how to break the ice. It offers a background to China's economy in various sectors as well as a directory of invaluable travel information.

The **Chinese language** guide to **doing business in the UK** was written in native Chinese based on personal experience of Chinese business people who have been working in and with Britain for many years. As such, it provides an excellent introduction to Great Britain for new business contacts in China.

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