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# Korean Business Etiquette: The Cultural Values And Attitudes That Make Up The Korean Business Personality



The Cultural Values and Attitudes That  
Make Up the Korean Business Personality



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## Synopsis

South Korean companies and technology have suddenly conquered the world. Samsung, Hyundai and LG are industry leaders and the global brands. Korean culture in the form of K-Pop music videos and "Korean Wave" films and TV dramas are watched everywhere from Tel Aviv to Singapore to Rio. Korean gourmet food trucks ply the streets of New York and LA, and kimchi has found a place on the shelves of well-stocked supermarkets around the world. With just a fraction of Japan's land area, less than half its population, and no natural resources—how have Korean companies managed to conquer the world in such a short period of time? What is the "secret sauce" of Korean business practices and companies that makes them so successful? To find out, readers need more than statistics and company profiles. Learning the basics about Korean culture, about Korean social etiquette and Korean business culture, will enable you to understand for the first time how Koreans think and why they work so effectively to achieve their goals. This understanding will enhance your own effectiveness in doing business with Koreans, or in competing with them—whether in Korea or elsewhere.

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## Customer Reviews

For those who want to understand the nuances of the Korean business culture, this book provides great insights and tips. I wish there was a summary chapter which outlines all the little mistakes that non-Koreans can make in Korea. Overall, the book contains plenty of useful advice but they are dispersed everywhere. I am impressed with the depth of the writer's analysis and his efforts to understand the deep inner complex Korean psyche (fears and motivations) and traditions which drive the Korean business culture. Shallow this book is not. Insightful it is. The only reservation I have about this book is that it is somewhat outdated. Korea is a VERY rapidly changing society and this book would have been an apt description of its business culture back in the 1990s. For example, the author cautions the westerner on Korea's forceful drinking practices and overly hierarchical nature of the Korean corporations. It is notable that Korean corporations and organizations have aggressively cracked down on excessive and forced drinking during company events. And corporations systematically weed out the older and more conservative managers in favor of the more westernized and more open counterpart because Korean corporations have found the need to globalize their corporate culture. There is also a strong cultural gap between generations. In other words, there is no single Korean culture, but it differs quite considerably depending on demographics, education level, profession, and situation. Many would find Koreans, especially the younger crowd, to be highly westernized and far from the Confucian conservative ideal. The book makes Korea look almost archaic, draconian, insular in its business practices. That is no longer true. I still recommend this book for those who want to understand Korea and its business culture. But only with the caveat that I mentioned above.

Highly recommend for anyone serious about doing business in Korea. The fact that Confucianism is woven throughout each chapter helps one clearly understand the fabric upon which the people are motivated and controlled. Relationships before business is key to one's success here.

I was looking for something to prepare me a trip to South Korea and this was it. Great for travelers who want to be prepared for business and social engagements

Beyond being very helpful in doing business with Koreans, it is a fascinating book about a fascinating culture. It is real is a must for westerners to understand business from the Korean perspective and this book is a great way to start. Perhaps a bit long, but you can skip stuff if you like

If your about to move/work or thinking of moving/working in Korea, you really should invest in this book. It covers many cultural nuances that you otherwise would not pickup on.

Not bad at all. Chapters are broken up into sizeable chunks that are insightful and easy to read. My biggest complaint stems from the fact that despite the author's extensive knowledge of the Korean language, he refrains from using any Hangul in the book - only romanization or transliteration of key terms. This makes for a sloppy glossary. Don't let this questionable editing mistake steer you away from this book - not only does it contain nugget after nugget of valuable information, it also contains a fantastic summary of ancient and modern Korea wrapped up in about 12 pages. The author does well to tie in his knowledge of Japanese culture and business as it plays a big role in Korea.

However, I would have liked more taboos and

"do-not-do-this-you-impatient-foreign-businessperson" tidbits - although the book has plenty. I suppose the best feature of the book is it's instant pick-up-and-read aspect however, if the proper context isn't taken into account, I'm afraid that some of this book might be forgettable - which is a shame. Perhaps it goes without saying that this book is applicable to anyone living in Korea and has thousands of applications outside the business world. A great read

Very good book. I work in a Korean Co. Very usefull points. Great opportunity to know in theory what I faced in practical reality. Lots of things are clearer now...! A very good book for starters in Korean culture interface. Covers from general aspects to details of daily situations. Easy to read. Subjects and capters ordered very well. A must-have-book for those who intend to work in Korea or in Korean Companies abroad. I strongly recommend. AV.

My company mainly deals with Aerospace Defense. My background is as a military officer. I found this was a quick read and read while flying to Seoul, Korea. Insightful in knowing the history and customs of the Korean people, as well as understanding how to conduct or better, what to expect in "doing business" with Koreans.

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