

# INTERNATIONAL TRADE

## Working with the Japanese ..... ★XSA.01

*Presented by Kathryn Brockman*

Myth, theory and reality can collide for the unprepared business person seeking to infix their own cultural and business standards in a Japanese environment. We will examine practical problems facing Westerners who will work for Japanese employers or with Japanese clients. Historical background, cultural/life-style differences, emotion/logic contradictions, correct protocol, value, gender positioning, yes/no/maybe syndrome, confrontation/face-saving, accountability/responsibility, and wages/work pride will be discussed. Topics also include everyday adjustments to living in Japan – the medical system, living standards, banking, cost of living and obtaining household items.

SATURDAY, MARCH 21

9 A.M. - 12 NOON – LEWIS 202

Fee: \$29.00

*Kathryn Brockman worked in Tokyo, Japan, as a technical editor for a Japanese engineering corporation for three years. Her feature articles on cultural adjustment have been published internationally.*

