



The Business Chameleon

By Ron Roet, Diana Beaver

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A practical work aimed at helping international business people become more effective and successful in their dealing around the world. Too many perfectly good deals are destroyed by people simply being unaware of how differently business is conducted in different countries. The text combines two powerful approaches to communication and dealing between people of different nationalities - NLP and Cultural Auras Theory (CAT). NLP is rapidly becoming the leading approach to personal interactions and CAT examines the changes from formal business to friendly business, to friendly personal and inner core as relationships develop.

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Review

'It describes a difficult matter very understandably. People who are involved in international business could not do better than buy this book.' Joachim Limberg, CEO and President of ThyssenKrupp 'This book is a must for people in international business.' Tom Roland, Director of Special Projects, Lockheed Martin

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