

## **AASCU Annual Meeting Recommended Resources**

- ***China – Culture Smart! The Essential Guide to Customs and Culture***  
Kathy Flower (2010) (eBook)
  - *This book series is also available on the following countries written by different authors: Britain, Japan, India, Tanzania, Russia, Turkey, Germany, Scotland, USA, Italy France, Spain, Sweden, Norway, Denmark, Ireland, Mexico, Australia, Netherlands and Switzerland (eBook)*
  
- ***Culture Shock! China: A Guide to Customs and Etiquette***  
Kevin Sinclair with Iris Wong Po-yee (2001)
  
- ***Cultural Intelligence: A Guide to Working with People from Other Cultures***  
Brooks Peterson (2004)
  
- ***Do's and Taboos Series***  
Roger E. Axtell
  - *Around the World (1993)*
  - *Body Language Around the World (1997)*
  - *Hosting International Visitors (1990)*
  - *Humor Around the World (1998)*
  - *International Trade (1989)*
  - *Preparing for Your Trip Abroad (1994)*
  - *Public Speaking (1992)*
  - *The Essential Do's and Taboos: The Complete Guide to International Business and Leisure Travel (2007)*
  - *Using English Around the World (1995)*
  - *Women in Business (1997)*
  
- ***How to Negotiate Anything with Anyone Anywhere Around the World***  
Frank L. Acuff
  
- ***Kiss, Bow or Shake Hands, 2<sup>nd</sup> Edition***  
Terri Morrison and Wayne Conaway (2006)
  - *Asia Edition – How to do Business in 31 Asian Countries (2007)*
  - *Europe – How to do Business in 25 European Countries (2007)*
  - *Latin America – How to do Business in 18 Latin American Countries (2007)*





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Fax: 713.523.1159  
[www.garzaprotocol.com](http://www.garzaprotocol.com)

- *Sales and Marketing: The Essential Cultural Guide to Global Cultural Etiquette – From Presentations and Promotions to Communicating and Closing (2011)*
- ***Protocol, 35th Anniversary Edition (The Complete Handbook of Diplomatic Official and Social Usage)***  
Mary Jane McCaffree, Pauline Innis, Richard M. Sand (2013)
- ***Seating Matters, State of the Art Seating Arrangements***  
Paul O. Radde, Ph.D. (2009)
- ***The Culture Code An Ingenious Way To Understand Why People Around the World Live and Buy As They Do***  
Clotilde Rapaille (2006)
- ***United States Protocol, The Guide to Official Diplomatic Etiquette***  
Ambassador Mary Mel French (2010)

### Websites

#### **Army Guide to Protocol and Etiquette for Official Entertainment:**

[http://www.apd.army.mil/pdf/files/p600\\_60.pdf](http://www.apd.army.mil/pdf/files/p600_60.pdf) Department of the Army protocol guide, dated 2001.

**BBC Country Profiles:** [http://news.bbc.co.uk/2/hi/country\\_profiles/default.stm](http://news.bbc.co.uk/2/hi/country_profiles/default.stm) full profiles provide a quick guide to history, politics and economic background of countries.

**CIA World Fact Book:** <https://www.cia.gov/library/publications/resources/the-world-factbook/index.html> provides information on the history, people, government, economy, geography, communications, transportation, military and transnational issues for 267 world entities. Includes maps, flags, and standard time zones of the world map.

**CultureGrams:** [www.culturegrams.com](http://www.culturegrams.com)

Concise, reliable and up-to-date country reports on 200 countries, each state in the U.S., and all thirteen Canadian provinces and territories. Go beyond mere facts and figures to deliver an insider's perspective on daily life and culture, including history, customs, and lifestyles of the world's people. Have to purchase the guides.

**Garza Protocol Associates, LLC** <http://www.garzaprotocol.com> provides resources and answers to frequently asked protocol questions.

**U.S. Department of State:** [www.state.gov](http://www.state.gov) Official site of the U.S. State Department.

