



# **A Cross-Cultural Reference of Business Practices in a New Korea**

*Eun Young Kim Valdez*

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Korea has been going through major changes since 1992, including a civilian government, opening of financial markets, restructuring of *chaebols*, changing roles of women, and new relations with North Korea. There have also been cultural changes which reflect on the Korean way of doing business and of living. The knowledge and skills for coping with these changes need to be mastered by those who want to interact with Koreans. The need for interpersonal relationships and good communication should be emphasized. Case studies and examples are used to illustrate effective transcultural management and communications. This is a reference to understanding changing cultures and business practices in Korea for scholars, and a comprehensive guide to Korean business practice, protocol, and communications styles for professionals.

Western professionals doing business in Korea will find this material important in their business operations, communications, and interpersonal relations with Koreans. Other Asian business professionals will find the work useful in providing an insight to both the Western and Korean cultures. Scholars and students in Asian studies, Korean studies, and international business areas will find beneficial information.

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