



Kata The Key to Understanding and Dealing with the Japanese

By Boye Lafayette De Mente

Tuttle Publishing. Paperback. Condition: New. 168 pages. Dimensions: 8.0in. x 5.2in. x 0.6in. Literally, the form and order of doing things in Japan, kata is the cultural conditioning that causes the Japanese to think and react in the way they do. The secret to understanding Japanese business, culture, and society is explained by this cultural framework upon which Japanese behavior and etiquette is built. Veteran Japanologist Boye Lafayette De Mente explains the concept of kata and offers the reader insight to the art of bowing, the importance of an apology, the origin of the Japanese obsession for quality, and other key cultural ideas which, when mastered, unlock the mystery of Japanese professional and social interaction. The book contains more than 70 brief essays that detail the origin, nature, use, and influence of kata. Whether you are interested in a deeper understanding of Japanese culture or looking for a way to develop business strategy, Kata is an invaluable resource. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



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