

# Contents

Preface .....	7
Travel Notes .....	10
The Korean Language .....	12
Romanization and Pronouncing Korean Words .....	14
Introduction .....	17
1 The Distinctive Character and Personality of Koreans	33
2 Love for the Korean Nation .....	34
3 Korea's National Slogan, "Let's Work Hard" .....	36
4 The Confucian Concept of Harmony .....	37
5 Korea's Shame Culture .....	40
6 Rank Has Its Privileges .....	43
7 The Importance of Respect and Dignity in Korean Culture .....	45
8 The Importance of Social Standing .....	46
9 Korea's Power Culture .....	48
10 Education in Korea .....	50
11 Cultivating Friendships .....	53
12 The "Someone You Know" Factor .....	55
13 Family and Clan in Korean Society .....	57
14 The Importance of the Korean Family .....	59
15 The Status of Women in Korea .....	61
16 Collective Responsibility .....	63
17 Peace of Mind .....	65
18 Emotions Bubbling Under the Surface .....	67
19 Cosmic Forces in Nature and Within the Body .....	68
20 How Koreans View Foreigners .....	70

21 Religion in Korea .....	72
22 The Role of Etiquette in Korea Today .....	74
23 Family Names .....	75
24 Given Names .....	79
25 Age and Etiquette .....	81
26 Bow or Shake Hands? .....	82
27 Body Language.....	84
28 "Yes" and "No" in Korea.....	86
29 Apologizing Saves the Day .....	87
30 Red-carpet Hospitality .....	88
31 Tipping and Money in Korea .....	90
32 Dining Etiquette .....	91
33 Drinking Etiquette.....	95
34 Home Invitations.....	99
35 Sitting On the Floor.....	101
36 Korean Spas .....	103
37 Korean Culture .....	105
38 Electronic Etiquette.....	106
39 Wedding Celebrations .....	108
40 Starting Life and Starting Over Parties .....	111
41 The Special Role of Gift Giving.....	114
42 The Skill of Bargaining .....	117
43 Clothing Matters! .....	118
44 The Importance of Color.....	119
45 Finding Places on Nameless Streets .....	120
46 Free-for-all in the Streets.....	122
47 When in Doubt.....	123
48 Cultural Aspects of Korea's Business Etiquette .....	124
49 The Government as Big Brother .....	126
50 Bureaucratic Authoritarianism .....	128
51 Business Takes a Military Approach.....	130

52	Korean-style Management . . . . .	132
53	Women in the Workplace . . . . .	135
54	Dealing with Factions . . . . .	136
55	Saving Face in Business. . . . .	138
56	The Importance of Respect. . . . .	140
57	Beware of Criticizing People in Public . . . . .	142
58	Groupism as Morality . . . . .	143
59	Korean? Gyopo? American? . . . . .	144
60	Check Your Assumptions . . . . .	146
61	The Indispensable Go-betweens . . . . .	148
62	Letters of Introduction . . . . .	150
63	Technology and Business . . . . .	151
64	Business Meeting Etiquette . . . . .	152
65	Negotiating in Korea . . . . .	154
66	Contracts in Korea. . . . .	159
67	Professional Hospitality. . . . .	161
68	Singing Your Way to Success. . . . .	163
69	Greeting Rituals . . . . .	165
70	Korea Into the 21st Century . . . . .	167
71	Industries of the Future. . . . .	170
72	Connectivity. . . . .	172
73	Continuing Democratization and Political Conflict . . . . .	174
74	Fighting Corruption in a Changing Business Culture . . . . .	175
75	North Korea . . . . .	177
	<b>Useful Expressions . . . . .</b>	179
	<b>Selected Vocabulary . . . . .</b>	182
	<b>Glossary of IT Terms . . . . .</b>	185
	<b>Index . . . . .</b>	186
	<b>Photo Credits . . . . .</b>	191