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# WORKING WITH AMERICANS: HOW TO BUILD PROFITABLE BUSINESS RELATIONSHIPS

Literature &amp; Non-Fiction

## ATTENDEES / AUTHORS

Allyson Stewart-Allen (International Marketing Partners)

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INTERNATIONAL STAGE (HALL 5.1 A128)

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## Event description

## Dates

## Participants / authors

## All events of this exhibitor

Understanding the rules of the game of US business, how to influence and build rapport

During this talk, Allyson Stewart-Allen will share her insights into how you can ensure your negotiations with your US counterparts are profitable, whether with colleagues, bosses, customers or suppliers. Whether values, etiquette, communication, influencing or negotiating, there's a clear American style. How you build successful and profitable business relationships in the US will be revealed with top tips during this engaging session, providing you with a deeper understanding of the country's business mindset so you can even more confidently navigate this large, complex and profit-making economy. Whether new to working with Americans or an experienced internationalist, this talk lets you discover what drives American informality, schedules and the desire to combine fun with business.

Event type: Author event at the fair

Topic: Literature &amp; Non-Fiction

Access: Free entrance (for book fair ticket holder)

Event language: 2 English

Weitere Informationen unter: <http://www.workingwithamericans.com/>

Event venue:

International Stage (Hall 5.1 A128)

Working with  
**Americans**

How to Build Profitable  
Business Relationships

Allyson Stewart-Allen  
and Lanie Denslow

