

Why do multi-million-dollar deals that seem certain suddenly collapse at the finish line in Asia? What invisible cultural signals are Western executives missing?

For decades, this has been a costly blind spot. *The Asia Code* finally reveals the unwritten rules that determine who gains access, who earns trust, and who actually closes the deal. This is not a guide to etiquette. It is a strategic playbook that turns cultural complexity into a decisive competitive advantage.

Inside, you will learn how to:

- ♦ Master high-stakes negotiations where cultural context decides everything
- ♦ Build the deep, long-term trust that drives profitable partnerships
- ♦ Read the subtle signals that reveal real intentions in China, Japan, Korea, and beyond
- ♦ Adapt your strategy to win across Asia's most dynamic markets
- ♦ Avoid the hidden cultural missteps that quietly derail Western companies

GADI SZNAJDER has spent more than two decades on the front lines of Asian business. He has guided global companies through complex negotiations, market entry challenges, and high-value partnerships. His insights are the result of thousands of hours in boardrooms throughout Asia, and now they are available to you.

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THE ASIA CODE

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THE ASIA CODE

A MILLION-DOLLAR HANDSHAKE:
*How to Build Relationships
That Win in Asia*

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