

Table of Contents

Preface v

Introduction: *ISHIN-DENSHIN* vii

PART I FOUNDATIONS 1

Chapter 1 Understanding Your Japanese Audience 3

Chapter 2 A Homogeneous Island Nation 9

Chapter 3 From *Amae* to *Tatemaie* 17

Chapter 4 Operating on Japanese Time 29

Chapter 5 Japanese Ageism, Sexism, and Racism 37

PART II MAKING CONNECTIONS 45

Chapter 6 Japanese Business Organizations 47

Chapter 7 Opening Doors 55

Chapter 8 Handling *Meishi* 63

PART III VERBAL COMMUNICATION 69

Chapter 9 The Rules of Names 71

Chapter 10 Verbal Rituals 75

**Chapter 11 The Use and Misuse of
Interpreters 81**

PART IV NONVERBAL COMMUNICATION 89

Chapter 12 Distances, Eye Contact, Silence 91

Chapter 13 How to Show Who You Are 97

Chapter 14 Communicating Through Gifts 105

**Chapter 15 Communicating Through Eating
and Drinking 111**

Conclusion 117

Guide to Pronouncing Japanese Words 118

Glossary of Japanese Terms 121

Index 127