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Free eCourse Prepares Central Alabamans for Doing “Korean-Style” Business with Hyundai and its Korean Employees and Families

(Irving, TX) - Did you know that you should never scribble notes on a Korean individual's business card? Or that you should never, ever stuff a Korean's business card into your trouser pocket? Both offenses show not only disrespect, but also a lack of appreciation for this traditionally reserved culture.

Business owners and employees throughout Central Alabama seeking business relationships with Hyundai, especially as the Montgomery automobile plant ramps up activity throughout the year, can avoid these and other Korean business faux pas by following the advice presented in a free eCourse on Korean business etiquette at www.koreanconsulting.com.

“While it's true that most of the Koreans coming to Hyundai will speak English very well, and that they'll adapt to the American culture, the local companies that approach them with the most sensitivity to the way they think and do business are going to be the companies that have the advantage when doing business with Hyundai,” says Steven S. Bammel, the course's author and president of Korean Consulting and Translation Service, Inc.

“I know a lot of people in the Montgomery and River Region areas are excited about the possibilities of doing business with Hyundai, even though many of them may not quite know where to begin,” explains Bammel, who lived and worked in Korea for ten years; five of those at the LG Group of South Korea. “A good place for Central Alabama businesses to start might be with this free business course or with our free monthly newsletter on doing business the Korean way,” he adds.

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Offered at www.KoreanConsulting.com, the course covers what to do and what not to do when it comes to conversing, dining, holding business meetings and interacting socially with those from Korea who are making their homes in Alabaman communities.

For instance:

- If you want to send an introductory letter to someone in Hyundai's business directory listed as Jin-Ho Park, should you address the letter to Mr. Park or Mr. Jin-Ho? And should you even include the "Mr." at all?
- Which color ink should you never use to write a person's name—including your own?
- If you're invited to a business meeting, should you grab any old seat at the table?
- Should you arrive at business meetings bearing gifts? And if so, should you remove price tags?

Business owners can find answers to these questions, along with other important pointers on doing business the Korean way, in Bammel's complimentary eCourse, available at www.koreanconsulting.com.

For more information on the Korean culture and how to make sure newly arrived Koreans feel welcome at your business and in your community, call Name at xxx-xxx-xxxx or or email him at name@koreanconsulting.com.

About Korean Consulting & Translation Service, Inc.: Korean Consulting & Translation Service, Inc. is a leading provider of professional translation and consulting services to North American companies doing business in Korea, with Koreans and in the Korean language. By specializing in just one language - and indeed, just one country - we provide the highest level of expertise within our business niche.

Over the years, Korean Consulting & Translation Service, Inc.'s work has been used by large multinational corporations and government agencies, as well as by many small businesses and individuals. Each project is important to us regardless of size and we handle every job with the care and respect it deserves. Learn more about us at www.koreanconsulting.com.

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