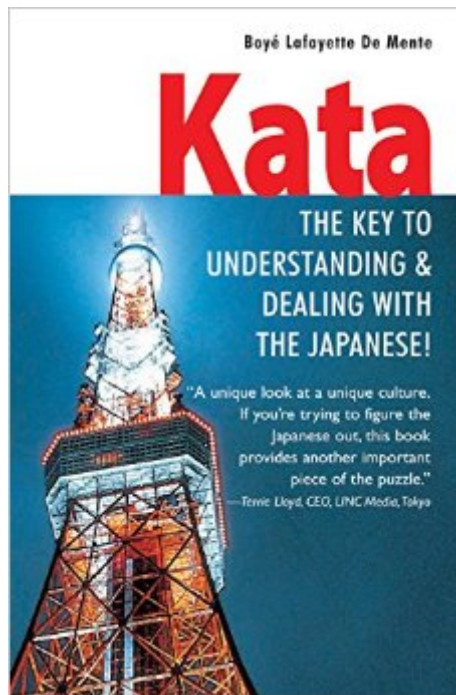


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# Kata: The Key To Understanding And Dealing With The Japanese!



## Synopsis

"A unique look at a unique culture. If you're trying to figure the Japanese out, this book provides another important piece of the puzzle." —Terrie Lloyd, CEO, LINC Media, Tokyo  
In this first book ever to explain why the Japanese think and behave the way they do, veteran Japanologist Boye Lafayette De Mente, author of more than 30 books on Japan, unlocks the mystery of kata — the cultural molds that have traditionally shaped and defined the attitudes, behavior, and character of the Japanese and are primarily responsible for the traits and talents that make them different from other people. In 70 brief essays, ranging from "The Art of Bowing" and "Importance of the Apology" to "The Compulsion for Quality" and "Exchanging Name-Cards," the author looks at the origin, nature, use, and influence of kata (literally the form and order of doing things) in Japanese life and how this cultural conditioning causes the Japanese to think and react in the way they do. Because all relations with the Japanese are influenced by kata, the key to dealing with the Japanese in personal, business or political matters requires knowing how to work within the confines of kata and when to induce or compel them to break the kata and behave in a non-Japanese way.

## Book Information

Paperback: 168 pages

Publisher: Tuttle Publishing; Original ed. edition (March 15, 2003)

Language: English

ISBN-10: 0804833869

ISBN-13: 978-0804833868

Product Dimensions: 5.2 x 0.5 x 8 inches

Shipping Weight: 9.9 ounces (View shipping rates and policies)

Average Customer Review: 4.9 out of 5 stars — See all reviews (7 customer reviews)

Best Sellers Rank: #1,320,357 in Books (See Top 100 in Books) #107 in Books > Travel >

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## Customer Reviews

This interesting little book manages to pack insightful observations about the history and permutations of traditional Japanese "kata," or form in 168 pages. The easiest way to understand kata is that it's the Japanese people's idea of the "correct" way of doing something, which in Western equivalent, is etiquette. The Japanese, having derived its culture from a military heritage, infuses "form" into every aspect of their lives: everything from the correct form of humility, to bowing,



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