## **Chapter 5 Abridged Resource**

Chapter 5 emphasises the importance of relationship building in the Middle East.

If you don't have relationships, you're unlikely to get much done....or at least not much done quickly.

This is quite often an aspect of doing business in the region that foreigners fail to invest time in developing.

## Relationship **Based Cultures**



Learn more about the importance of relationship building in the blog below.

**Click to read** 



