



# Indonesian Business Culture

*Rob Goodfellow*

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## **Indonesian Business Culture** Rob Goodfellow

Indonesia is one of the most rapidly developing economies in the Asia Pacific region. Increasing numbers of multi-national companies are investing in large-scale development projects throughout Indonesia, and business is booming. Indonesia is also a country of great racial and cultural diversity, often misunderstood by the world at large.

Indonesian Business Culture addresses the cultural issues related to doing business in Indonesia. It provides fascinating insights into the complexities of the Javanese, Indonesian Chinese, Balinese Hindu and Islamic cultures. It looks at the impact of history and culture on business practice, and provides detailed information for business people on dealing with cultural and religious issues. The chapter on Islamic banking is of particular significance.

Designed for the reader who has no interest in wading through academic works on the subject, but who wants to understand Indonesia and its people better, and to maximise his chances of being successful in business there, Indonesian Business Culture will enable business visitors to Indonesia to avoid making mistakes that could affect the outcome of negotiations, and ensure that their Indonesian business partners are not offended in any way.

Rob Goodfellow has many years experience studying, teaching and doing business in Indonesia. He has published numerous articles on Indonesian cultural, religious and business practices, in Australia and Indonesia. The book also contains contributions from a number of prominent Indonesian and Australian academics.

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