



What Foreigners Need to Know About America From A to Z: How to Understand Crazy American Culture, People, Government, Business, Language and More

Lance Johnson

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This unique book paints a revealing picture of America and its people for those foreigners who will benefit from a better understanding of America. It will also inform Americans who want to learn more about the U.S. and how it compares to other countries around the world. World traveler and teacher Lance Johnson studies cultural differences and the difficulties foreigners have understanding crazy America, as some call it. Foreigners might come to the U.S. to work for American employers, to open branch offices or factories for their homeland employers, to start their own businesses, or go to school. Others might work for American organizations in their homelands or have American teachers there. An understanding of American culture and language will contribute to their success. As the title suggests, this book is for “foreigners.” Dictionaries say they are people who are not citizens of a country. For this book they are defined as anyone who is not sufficiently familiar with American culture to achieve success. This includes the multitudes of foreign-born, naturalized citizens who have lived in the U.S. for years and still struggle with the ways and the language. A foreigner could also be a first-generation American whose immigrant parents did not fully expose their children to American culture and they now pay the price in mainstream U.S. There are lots of other examples, too. **FORMAT** Each of the 26 chapters’ brush strokes contributes to the final painting of what America is all about. For ease of understanding, the chapters are grouped into four sections. (The sections are available as individual books as well.) •Section I – America’s Heritage. This defines the historical background of why America and its people became who and what they are today. •Section II – America’s Culture. This section describes everyday life in America, ranging from customs and etiquette, to what’s on the minds of Americans, to education. Practical advice is provided for the one million foreign applicants who seek and gain admission to U.S. colleges and universities each year. Pointers are provided on the cultural differences students should expect, and how to get the most from their education. •Section III – America’s Business. This explains the complex business environment, operations, and people-related customs and why the U.S. is an economic juggernaut. Information is provided for starting a business of your own in the U.S. as well as how to increase the chances of your getting hired by an American firm in the U.S. or abroad. •Section IV – America’s Language. These chapters discuss practical ways to improve English grammar, speech, writing, communication skills, and reducing accents. Common English grammar and speech errors made by foreigners are identified and simple tips are provided for overcoming them. **ENDORSEMENTS** “I congratulate you on writing this timely work. This will promote better mutual understanding between America and Asia.” - Tommy Koh, Singapore Ambassador to the U.N. and U.S. “Your book covers a broad range of topics that I am sure many...will find very useful.” - Clark T. Randt, Jr., U.S. Ambassador to China. “I greatly appreciate your efforts in sharing with other people your opinion and experience on the exchanges between different peoples and cultures. It is so important for us to better understand each other while striving to build a better world for all.” - Zhou Wenzhong, China Ambassador to U.S. “I found this book refreshingly different from the general run of books in this genre.” - Mohammad Vazeeruddin, India journalist. “The A to Z chapters are nicely written and...the language is simple and lucid.” - Jay Gajjar, India language professor. “I love this book’s generous use of helpful hints. I highly recommend it for anyone who wants to learn more about America like I did.” - Sarah Kim, Korean American business owner.

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