



Kata: The Key to Understanding and Dealing with the Japanese!

Boye Lafayette De Mente

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"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.

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