

Motivate Publishing announces the release of



DON'T THEY KNOW IT'S FRIDAY?

Second edition
by Jeremy Williams

Sir James Craig GCMG, President of the Middle East Association and formerly British Ambassador to Syria and Saudi Arabia writes: *"So take this book as a guide, the best I know. Trust it without fear in your early days when you are new to the region. Be very cautious about departing from its advice, for it is full of information, common sense and good manners, all reliable."*

Dr Obaid Ali bin Butti of the Juma al-Majid Centre for Culture and Heritage in Dubai writes: *"This is a wonderful book... well written... it corrects some stereotypical images of the Gulf... a superb effort."*

Don't They Know it's Friday? has been the definitive guide to business culture and etiquette in the Gulf since it was first published in 1998. This exciting and informative book has been reprinted thirteen

times. Motivate Publishing is now releasing a new edition fully updated with new information, maps and illustrations. This modern and enlarged second edition is packed with remarkable insights into Gulf life and business; the book is required reading for anyone having business and other interests in the GCC and in the wider Middle East.

The book prepares its readers for many life-style changes. It addresses in particular the cross-cultural aspects of life affecting westerners and other nationalities in business with nationals in or from Kuwait, Saudi Arabia, Bahrain, Qatar, the UAE and Oman. It deals with the realities of Gulf business and outlines the stresses and strains which most visitors or expatriates will experience. *Don't They Know it's Friday* gives excellent guidance on proper behaviour in the Arab world generally and in the Gulf particularly.

Don't They Know it's Friday? is now available at all leading retail outlets in the Gulf and internationally and online at www.booksarabia.com. For more information and review copies, please contact Therese Theron on +971 (0)4 205 2326 or therese@motivate.ae

Author Information

Jeremy Williams OBE, with 30 years' experience of the region, and formerly British Defence Attaché to the UAE and Bahrain, has gained invaluable knowledge concerning the way of life in the Gulf. His company, Handshaikh Ltd, conducts seminars, briefing programmes and negotiation training for organisations with Gulf business connections. www.handshaikh.com

Motivate Publishing

Based in Abu Dhabi, Dubai and London, Motivate Publishing is one of the Middle East's longest-established and most successful publishing companies. Its books portfolio currently stands at more than 250 titles and magazine titles include What's On, Emirates Woman, Gulf Business, HELLO!, identity, Society Dubai and Stuff. For further information about Motivate Publishing please visit www.motivatepublishing.com or www.booksarabia.com. Alternatively, contact us at books@motivate.ae + 971 (0)4 2824060.

A note from the author mainly for non-Gulf based readers: If you have any problems obtaining a copy please let me know on dtkif2@handshaikh.com or call me + 44(0)7774 167280 and I'll make arrangements for you. Jeremy Williams. Winchester, November 2010