

For Immediate Release

October 2, 2013

Contact:

Soraya Runckel

1-503-244-4551

AssignmentVietnam@business-in-asia.com

New Book Release: Assignment Vietnam
Coming Full Circle as a Soldier, Diplomat and Businessman

Portland, OR - *Assignment Vietnam: Coming Full Circle as a Soldier, Diplomat and Businessman*, a new book by Christopher Runckel, is alive with rich, vibrant photography and presents a unique focus on the political climate, military aspects, and ultimately the people of Vietnam. Heralded by readers as “powerful, positive & inspiring”, this true story begins in the western United States as the author is drafted into the Vietnam War. It follows Runckel’s time as a civilian working in the White House, as he moves on to the U.S. Department of State, and then through multiple U.S. Embassies around the world. Ultimately the story circles back to Vietnam where Runckel was selected to help the United States forge a new and enduring relationship with a former adversary.

...an excellent source of information for anyone engaged in, or interested in, developing meaningful business relationships with Vietnam. It shows that to build business relationships, or any other meaningful relationship... understanding the cultural underpinnings is crucial ...an enjoyable read, full of interesting anecdotes, human interest stories and facts. I highly recommend it. - Bill Lindsey, Retired Associate Dean & Director, Executive MBA, Loyola Marymount University, Los Angeles, CA

The author draws upon his own diverse and fascinating life where he has met and worked with many key political leaders and important historical figures from the 1960’s through the 1990’s. Runckel shares experiences from his time in the U.S. Army in Vietnam in the late 60’s and early 70’s. In 1975, he entered the U.S. Foreign Service, spending time at the White House and State Department dealing with various aspects of the war and its consequential fallout. The story chronicles Runckel’s subsequent service in Thailand, Vietnam, and China, showing his rapid growth and development into a well respected expert on Asia, with Vietnam as the fulcrum. His expertise and notable skills in U.S. diplomacy is drawn upon by professional politicians and businessmen the world over.

I loved the book! Powerful. A story of high-stakes poker – sometimes gut-wrenching, sometimes pathetic, funny or sad. Always real... a case study in diplomatic excellence. Driven by a love of country, a passionate interest in Vietnam and utterly selfless vision of duty – these guys made it happen. - James Rockwell, International Businessman (first U.S. citizen to obtain business license in Vietnam)

The primary focus of the book centers on the years 1994 through 1997. During this time Runckel shares the hardships, challenges, great successes and tremendous rewards had by him, his family and staff as they struggled to reestablish U.S. diplomatic negotiations with Vietnam after such relationships were seemingly irrevocably severed post-war. He attributes much of this success to a cadre of people including U.S. Government officials, U.S. expatriate businessmen, his own Vietnamese staff and coworkers. Indeed, those efforts brought Runckel, the United States and Vietnam “full circle”. Runckel writes, “It was important for someone who knew and had experienced the totality of the relationship to tell the story and to give credit where credit is due.”

This is not a Vietnam War story. Rather it is the story of how Vietnam and the United States moved *beyond* the Vietnam War. In an atypical, positive approach, Runckel lends the reader inspiration, hope and pride as he chronicles his intimate involvement with Vietnam and the United States Government resulting in a most unique telling of the American history of relations with this Asian country. This story provides keen insight and understanding of the Vietnamese culture, intellect and societal evolution.

Whether a student of world history or Asian culture, interested in military affairs, an aspiring international diplomat, or successful international business person, this captivating story will give you unique insight in the intricacies of Asian culture, the complexities of successful diplomacy, and the proven, fundamental keys to international relations.

E-BOOK DOWNLOAD VERSION

US\$6.99 From both Amazon (http://www.amazon.com/gp/product/B00ECJAM4Y/ref=cm_cr_notf_fhv_prd) and from Apple's iBook (<https://itunes.apple.com/us/book/assignment-vietnam/id685401170?mt=11>)

PRINTED BOOK VERSION - US\$16.00 + shipping & handling, order from the link below.

For more information, visit www.Business-in-Asia.com/assignment_vietnam

About Runckel & Associates

Runckel & Associates (R&A) is an International Business Consulting Firm based in Portland, Oregon. Runckel & Associates provides the full spectrum of international business consulting services for clients interested in doing business in Asia. R&A assists companies interested in manufacturing, investing or opening an office or factories in Asia. Runckel & Associates is a specialist in guiding small, medium, and family-owned businesses to expand their operations in Asia. For more information: www.Business-in-Asia.com