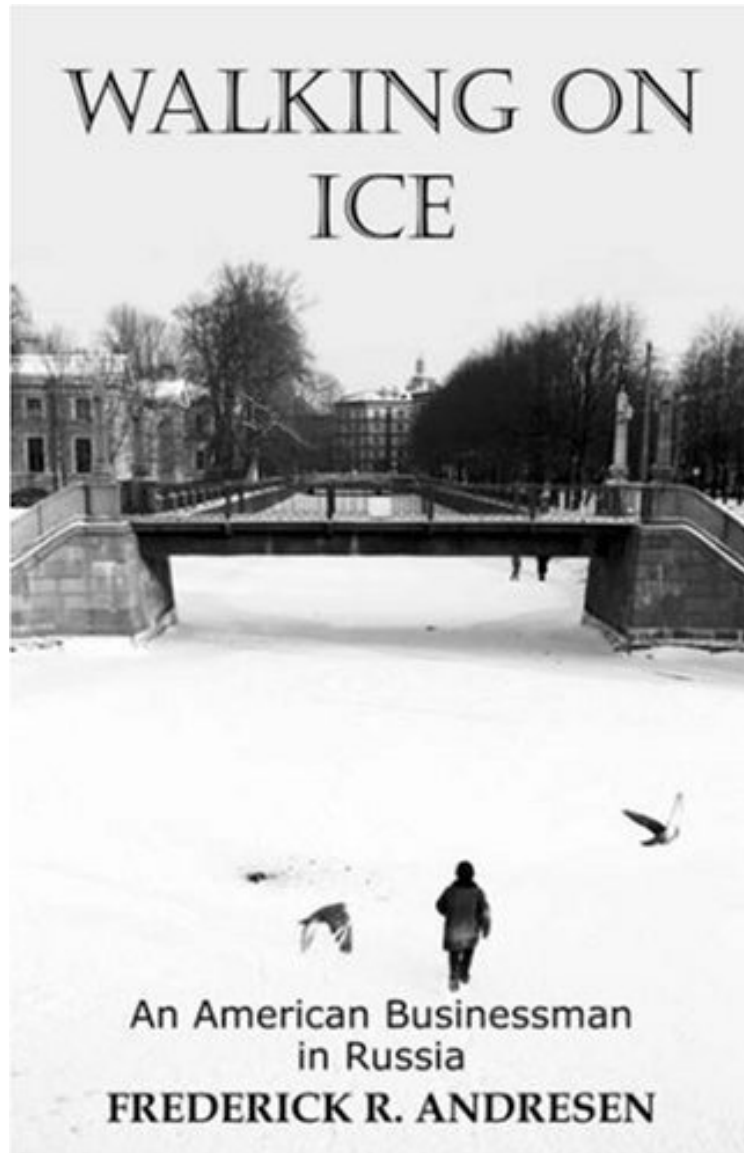


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## Walking on Ice: An American Businessman in Russia

*Frederick R. Andresen*

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**Frederick R. Andresen : Walking on Ice: An American Businessman in Russia** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Walking on Ice: An American Businessman in Russia:

2 of 2 people found the following review helpful. Magical and Informative!By K277In Walking on Ice, Andresen describes Russia from his view as an American Businessman with over sixteen years of observation and work in Russia. Andresen, a graduate of Thunderbird School of Global Management, writes about his experiences in Russia

through this fun, easy to read book, where he shares the magic of the country along with the secrets to business success in Russia. With his storytelling style of writing, Andresen makes the reader feel like he is sitting down and sharing a story, rather than teaching business tools, yet still provides the reader with many essential means to help understand the Russian culture and succeed in business ventures and negotiations. Through his collection of essays, Andresen is able to share the magic and mystery of Russia in a highly enjoyable book. 2 of 2 people found the following review helpful. From Russia with love By Mark Sharma The author Fred Andresen founded a telecom company in Russia in 1991 and lived there for six years. His impressions of Russia were recorded as essays and became the basis of this book in which he gives the readers an insight from an American perspective into what it means to be Russian and the challenges and opportunities that Russia has to offer from both a business and personal viewpoint. He talks about the Russian people, the Russian mindset, and the impact it has on doing business in Russia. The book comes across as a genuine and credible since the insights come from the authors' own experience living and working in Russia and is definitely worth a read. 2 of 2 people found the following review helpful. A lovely book By R.L. Don't make the mistake of thinking this is a book about how to find a cab in Moscow, or tips for negotiating good business deals. Mr. Andresen writes about learning to understand a very different culture, a different temperament and outlook on life. He makes you \*feel\* the Russian people. Walking on Ice is a delightful read. I only wish it had been longer!

Everything is difficult and everything is possible! "Walking on Ice is MANDATORY reading for all who contemplate a tour of duty whether government or business in Russia or who have worked there... it brings back memories and reality...one cannot put it down. With insight, understanding, and a rare degree of humor, Fred Andresen tells us about working with the Russians." Richard Weden, General Director, American Express Russia. 1995 to 2004 "What Andresen has written is romantic and accurate and nostalgic and prophetic and all of the wonderful and confusing and simple things we 'veterans' know Russia to be. It is a story that resonates with any of us living through this dramatic and productive era." Kevin Cuffe, Vice President/Managing Director, SOVINTEL / Golden Telecom, Moscow "Walking on Ice is of real interest to the casual reader as well of great value to those looking to make their own mark in the world of Russian business. The book gives valuable insights from one of the real pioneers." Peter Charow, Founder and first president of the American Chamber of Commerce in Russia, presently British Petroleum Regional Director for Russia, CIS and Turkey." Andresen conveys the texture and flavor of what we Westerners find in Russia. It paints a picture of the Russian 'Soul' at a time when young and old were and are adapting to enormous change. It is a fun and humorous read that carries with it some valuable lessons. I recommend it to anyone interested in understanding today's Russia." William T. Potvin, Managing Partner, Deloitte Touche, Russia, 1990 - 1996

From the Author "Walking on Ice" is about success under challenging conditions. It is about listening, learning, leadership, and determination. Russia is not a land of laws, but of relationships and tactics, both unpredictable. The Westerner has a special challenge fitting into the colorful and exciting environment of an evolving Russia. Even in this high-tech world, we need to understand the deeper meaning of a people, including those cultural elements that make them on occasion behave differently. This is not your usual business book, scholarly treatise, or a common book about some foreign place a journalist visited once. It is about the potential, the promise, the place, and most importantly, the people and the importance of relations. It's about the culture, the politics, the economics, and how this all affects the business and knowing where to step on the path of building something that lasts. It tries to explain why things are so often unpredictable, or at least prepares the reader for the recurring surprise. It is written "from the trenches" and is about success - in spite of and because of it all. It is about what I observed and experienced over sixteen years of work in this thousand year old land with fresh and ambitious young people who are determined to make it all work. And it is about the fun of it all. From the Back Cover EVERYTHING IS DIFFICULT-- AND EVERYTHING IS POSSIBLE! "Walking on Ice is MANDATORY reading for all who contemplate a tour of duty whether government or business in Russia or who have worked there... it brings back memories and reality...one cannot put it down. With insight, understanding, and a rare degree of humor, Fred Andresen tells us about working with the Russians." Richard Weden, General Director, American Express Russia. 1995 to 2004 "What Andresen has written is romantic and accurate and nostalgic and prophetic and all of the wonderful and confusing and simple things we 'veterans' know Russia to be. It is a story that resonates with any of us living through this dramatic and productive era." Kevin Cuffe, Vice President/Managing Director, SOVINTEL / Golden Telecom, Moscow "Walking on Ice is of real interest to the casual reader as well of great value to those looking to make their own mark in the world of Russian business. The book gives valuable insights from one of the real pioneers." Peter Charow, Founder and first president of the American Chamber of Commerce in Russia, presently British Petroleum Regional Director for Russia, CIS and Turkey. "Andresen conveys the texture and flavor of what we Westerners find in Russia. It paints a picture of the Russian "Soul" at a time when young and old were and are adapting to enormous change. It is a fun and humorous read that carries with it some valuable lessons. I recommend it to anyone interested in understanding today's Russia." William T. Potvin, Managing Partner, Deloitte Touche - Russia, 1990 - 1996 About the Author Frederick R. Andresen has over

thirty-five years of international business success in Asia and Europe and since 1991 active in Russian business and in Russian cultural affairs, living there six years. He founded DirectNet Telecommunications in Russia, recognized as a leading American company in Russia. He is presently President and Chairman of Prioritel, LLC, a global IP based telecom enterprise centered in Moscow. He is a President of the Los Angeles-St. Petersburg Sister City Committee; Board member, Chamber Orchestra Kremlin, as well as an active supporter of the performing arts in Orange County, California. He is a Graduate of the Thunderbird School of Global Management and Colorado State University, recipient there of the William E. Morgan Alumni Achievement Award. Featured speaker, "Reconstructing Russia," Milken 2000 Global Conference; Fifth Annual Russian Investment Symposium, Harvard University 2001. He is a published author and recognized photographer and lives in Corona del Mar, California.