

Eden Collinworth

Ms Behaviour

The US entrepreneur is urging Chinese businessmen to increase their 'likability', forgo Confucius and instead take lessons on western etiquette. But why should they listen to a foreigner who barely speaks their language?

By Jonathan Ford

Entrepreneurs, it is said, dream of selling a toothbrush to every Chinaman. My lunch companion is different. She dreams of selling them manners.

Eden Collinworth plans to set up a finishing school in China, bringing deportment, etiquette and the essentials of civilized behaviour to the new generation of young thrusters. Stage one in her masterplan to teach one-third of the world how to eat soup without slurping, to give and receive compliments and to 'disagree agreeably' is her new book *The Tao of Increasing Your Likability*, launched at the end of this month. It is in Chinese – though I have been allowed to look at a translation – and the publisher is one of China's biggest private-sector players. Some powerful businessmen in the Middle Kingdom have clearly been charmed by Collinworth's own command of the social graces. As for her, she hopes to make a great deal of money. Or, to quote from an email she sends me some days after our lunch: 'Simply put, the point of what I am doing in China isn't just teaching manners, it's pursuing a business opportunity.'

Collinworth makes an unlikely emerging-market pioneer. An editor and one-time senior executive of the Hearst publishing empire, until

