

**ON**  
BUSINESS



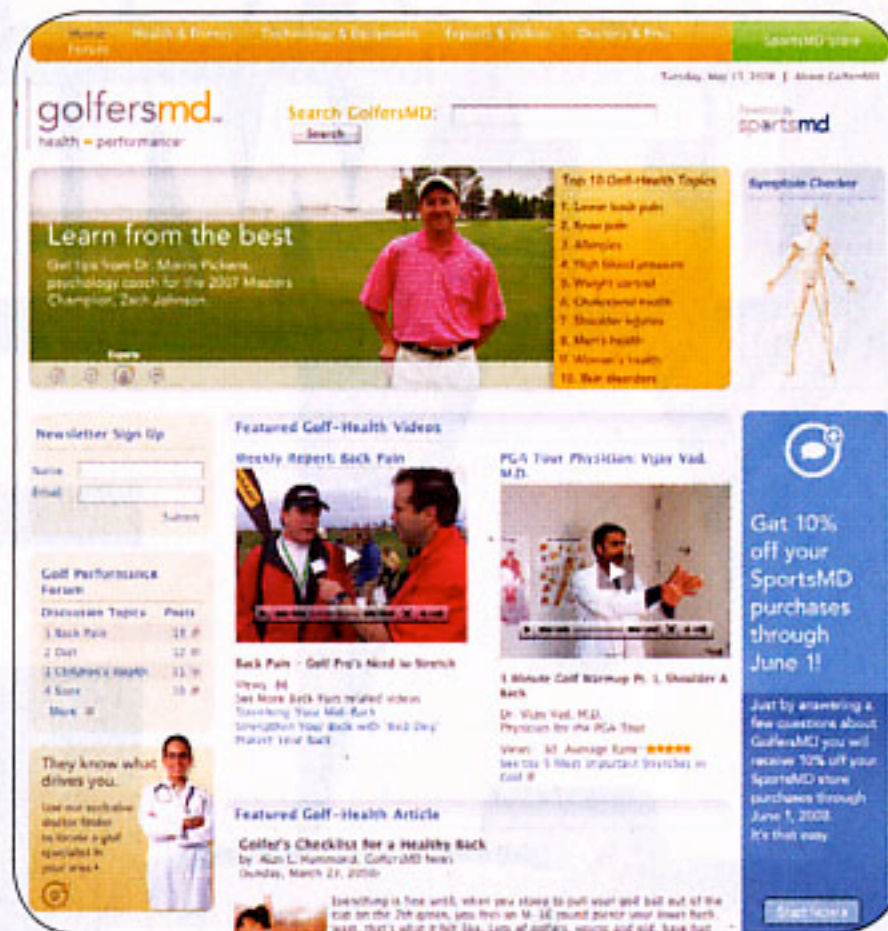
**THE INDULGENCE**

Just because it has always been done a certain way, that doesn't make it right. That's the brain stretch behind **Newton Running Shoes** ([www.newtonrunning.com](http://www.newtonrunning.com); \$155-\$175), co-founded by Jerry Lee and Danny Abshire 10 years ago. With traditional running shoes, the heel is the first part of a runner's foot to impact the pavement. Crunch! With Newtons, the ball of your foot hits first, which creates 58 percent more "energy return" and less injury, due to a lower-impact run. —Christopher Percy Collier

**SITE SURVEY**

**T**im Smith, a partner at social networking e-commerce company **Lemonade Inc.**, doesn't have the luxury of playing golf every day. Even when he's holed up in a hotel room, however, he can improve his game (and overall health) with **GolfersMD** ([www.golfersmd.com](http://www.golfersmd.com)), designed with the well-being of golfers in mind. The site offers videos and articles that deliver expert content on subjects ranging from shoulder injuries to proper form. Sports psychologists, equipment coaches and physical therapists weigh in on how to ramp up performance and stay in good condition. "I

can watch a short video on lower back pain in my hotel room, and then go down to the gym and do the exercises and stretches," says Smith. "You can really drill down to articles related to your area of interest." And when on the golf course? Watch out. Knowledge, plus a stronger back, is power. —C.P.C.



- LGA - New York**
  - Restaurant: 15-20%
  - Taxi: 10-15%
  - Airport Porter: \$1-\$2 per bag
- LHR - London**
  - Restaurant: None
  - Taxi: 12.5% service charge, no tip
  - Airport Porter: No tip; \$15 flat fee for trolley and porter
- SVO - Moscow**
  - Restaurant: 10%
  - Taxi: 5-10%
  - Airport Porter: \$1-\$2
- NRT - Tokyo**
  - Restaurant: Some have a 10% service charge; if no service charge, no tip
  - Taxi: None
  - Airport Porter: No porter tipping
- DXB - Dubai, United Arab Emirates**
  - Restaurant: Not obligatory, but some have a 10% service charge
  - Taxi: Locals rarely tip, but 10% at the most
  - Airport Porter: \$1
- CDG - Paris**
  - Restaurant: 5-10%, though many add a 12-15% service charge
  - Taxi: None, or round up to the next euro, but no more than 10%
  - Airport Porter: Tip not necessary
- BOM - Mumbai, India**
  - Restaurant: 10% service charge
  - Taxi: 10% for private hired taxis; otherwise, round up
  - Airport Porter: \$1
- EZE - Buenos Aires, Argentina**
  - Restaurant: Not obligatory, but some may have service charges
  - Taxi: Not obligatory, but no more than 10%
  - Airport Porter: \$1
- LOS - Lagos, Nigeria**
  - Restaurant: Many add a 10% service charge
  - Taxi: None; fare is negotiated
  - Airport Porter: \$1-\$2

CEO of ORC Worldwide ([www.orcww.com](http://www.orcww.com)).

The company's study on international tipping etiquette proves that the gratuity isn't based on instinct; it's a matter of cultural awareness. "For traditional business travelers and tourists, it's a first lesson in global local culture," says Freedman.

For example, while an American may typically tip 15 to 20 percent in restaurants, many European countries will include a 10 percent service charge on the bill and not expect any more. "It's a small thing, but for those who don't know what they're doing it creates significant moments of discomfort," Freedman says.

To avoid those moments, arm yourself with small change in the local currency and bone up on tipping before the airport porter holds out his hand (or doesn't).

"Travelers are always half-petrified that they're going to do something wrong," says Freedman. "Ultimately, the objective is just to blend in to the culture." —C.K.

**LOCAL CUSTOMS**

**Tipping Around the World**

If you step out of a taxi in Tokyo and hand the driver a 10 percent tip, you may be insult-

ing him and his company. That's because in Japan (and some other Asian countries),

the correct amount to tip a taxi driver is... absolutely nothing. Anything more could peg you as an uninformed foreigner.

"If Goldilocks were a traveler, she would want to get the tip just right," says Robert Freedman, president and