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Autore	Martin Jeanette S
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Sommario/riassunto	Like it or not, every business--even one conducted from the kitchen table--is global. No matter the industry, employees now routinely travel to other countries or interact with foreign customers, vendors, or fellow employees. Or they conduct business over the phone, via e-mail, or through video links. As a result, they have to understand international customs and etiquette or risk losing customers or botching business relations. And understanding business customs in other cultures isn't merely playing good defense--it often leads to new products or service enhancements that help an enterprise

