Record Nr. UNINA9910458953103321 Autore Zamor Caroline Titolo Intercultural trainings for German expatriates going to China [[electronic resource] /] / Caroline Zamor [Hamburg], : Igel-Verl., 2008 Pubbl/distr/stampa 3-86815-937-1 **ISBN** Edizione [1. Aufl.] 1 online resource (86 p.) Descrizione fisica 657.3 Disciplina Soggetti Cross-cultural orientation - China Intercultural communication Electronic books. Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Nota di bibliografia Includes bibliographical references. Nota di contenuto Caroline Zamor: Intercultural trainings for German expatriates going to China: Table of Contents: Table of figures: 1 Introduction: 2 The China business environment; 3 Culture; 4 The preparation of German employees for a business trip to China; 5 Different suppliers of intercultural trainings; 6 Empiric study about the preparation of German employeesin the textile and clothing industry and the comparison withother industries; 7 Concept for an intercultural preparation of an expatriation; 8 Summary; 9 Bibliography; 10 **Appendix** Sommario/riassunto The increasing international interconnection of the world's economics has the consequence that more and more German employees have to stay abroad for a longer time. The south-east Asian and especially the Chinese economic environment are gaining a bigger and bigger role also for the German textile market due to a strong economic growth, the low wage level. Especially in the manufacturing branch this is an

important decision factor - at approximately ? 0, 32 per hour and the size of a potential market. The low wage level will not rise in the near

future but the fact that China's economic impor