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Sommario/riassunto	This book presents a comprehensive account of management communication in the Arabian Gulf that will appeal to two different types of reader. First, managers on assignment, most especially those with little or no experience of the region, will find that it addresses many of the questions that are likely to arise as they attempt to manage diverse workforces within the region. Second, students of management, managerial communication, culture, and cross-cultural communication will benefit from the scholarly introduction it provides to these topics both in general and within the specific Gulf context. To bridge the interests of these two different groups, this volume provides an extensive set of concrete solutions and advice as well as an accessible discussion based on current academic research. Both types of readers will navigate these two strands easily and with interest. The book offers an overview of the diverse workforces of the Gulf, an

introduction to culture in the Gulf, communication among different cultural groups within the workforce, and how best to achieve effective intercultural communication. It summarizes the different approaches to management that exist in the region and also looks at typical negotiation styles. The final chapter consists of case studies designed to provide a practical insight into a range of topics and problems relating to managerial communication in real-world Gulf situations.
