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| Autore | Brislin Richard W. <1945-> |
| Titolo | Intercultural communication training [[electronic resource]] : an introduction / / Richard Brislin, Tomoko Yoshida |
| Pubbl/distr/stampa | Thousand Oaks, Calif. ; ; London, : SAGE, c1994 |
| ISBN | 0-8039-5074-8 1-5063-2055-4 1-322-42068-8 1-4522-5474-5 |
| Descrizione fisica | 1 online resource (235 p.) |
| Collana | Communicating effectively in multicultural contexts ; ; 2 |
| Altri autori (Persone) | YoshidaTomoko |
| Disciplina | 302.2 303.482 |
| Soggetti | Cross-cultural orientation 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 (p. 201-211) and indexes. |
| Nota di contenuto | Cover; Contents; Preface; Chapter 1 - An Introduction to Programs, Goals, and Needs Assessment for Training; Chapter 2 - Awareness and Knowledge as Content Areas for Intercultural Communication Training; Chapter 3 - Emotional Challenges; Chapter 4 - Acquiring Intercultural Communication Skills; Chapter 5 - Putting the Elements Together: Designing and Administering an Effective Intercultural Training Program; Chapter 6 - The Evaluation of Training Programs; Chapter 7 - Issues Affecting the Future of Intercultural Training; References; Author Index; Subject Index; About the Authors |
| Sommario/riassunto | This handbook provides an organizational framework for planning and establishing intercultural communication training programmes. Drawing from intercultural communication and cross-cultural training, it emphasizes those aspects of training that explicitly involve face-to-face communication. The approaches covered apply to any situation where good personal relations and effective communication need to be established with people from different cultural backgrounds. |

