

1. Record Nr.	UNINA9910781741403321
Autore	Pilhofer Katharina
Titolo	Cultural knowledge [[electronic resource]] : a critical perspective on the concept as a foundation for respect for cultural differences // Katharina Pilhofer
Pubbl/distr/stampa	Hamburg, : Diplomica Verlag, 2011
ISBN	3-8428-1263-9
Descrizione fisica	1 online resource (82 p.)
Disciplina	306.01 658.18
Soggetti	Cultural intelligence Cultural awareness Multiculturalism
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from cover.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Cultural Knowledge A Critical Perspective on the Concept as a Foundation for Respect for Cultural Differences
Sommario/riassunto	HauptbeschreibungThis book engages in a critical reading of cultural knowledge. By cultural knowledge I refer to cultural dimensions as introduced by Geert Hofstede, Edward T. Hall and Fons Trompenaars. Their research has manifold been taught to individuals who will face an intercultural setting in their business career at some point in the future. It aims to create understanding for cultural differences in order to decrease emotional discomfort and enhance (business) success of those who acquire the knowledge. At the same time it claims to present a foundation for respect for cultu