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Nota di contenuto	Cover; Contents; List of Tables and Figures; Preface; Chapter 1 - COMMUNICATION AND ETHNICITY; Asian American Communication; Plan for the Book; Chapter 2 - CULTURAL CHARACTERISTICS OF ASIAN CULTURES; Individualism-Collectivism; Hofstede's Dimensions of Cultural Variability; Confucianism; Conclusion; Chapter 3 - ASIAN AMERICAN ETHNIC GROUPS; General Immigration Patterns; Chinese Americans; Japanese Americans; Filipino Americans; Korean Americans; Vietnamese Americans; Individualism-Collectivism Across Ethnic Groups; Conclusion; Chapter 4 - ETHNIC AND CULTURAL IDENTITIES Ethnicity and Ethnic IdentityAsian American Panethnicity; Models of Ethnic and Cultural Identities; Ethnic Identity, Generation, and Language Ability; Conclusion; Chapter 5 - ASIAN AMERICAN COMMUNICATION PATTERNS; Communication Expectations; Communication Styles; Conclusion; Chapter 6 - COMMUNICATION AND ACCULTURATION; The Acculturation Process; Communication Acculturation; Interethnic Dating and Marriage; Conclusion; APPENDIX: Survey of Asian American Communication; Respondents; Measurement; References; Index; About the Author
Sommario/riassunto	William B Gudykunst illustrates how communication is similar and/or different across Asian American ethnic groups - a previously neglected

area of research. The author covers the largest Asian American ethnic groups: Chinese Americans, Filipino Americans, Japanese Americans, Korean Americans, and Vietnamese Americans.
