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| Edizione | [First edition.] |
| Descrizione fisica | 1 online resource (186 p.) |
| Collana | Corporate communication collection, , 2156-8170 |
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| Soggetti | Intercultural communication International business enterprises |
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| Nota di bibliografia | Includes bibliographical references (pages 155-166) and index. |
| Nota di contenuto | 1. Introducing concepts -- 2. Cultural frameworks and communication styles -- 3. Language and communication -- 4. Nonverbal messages -- 5. Influence of national culture, corporate culture, and multinational culture on intercultural communication -- 6. Communication in cross border mergers and acquisitions -- 7. Implementation, problem solving, and decision making in cultures -- 8. Communication skills in international business negotiations -- 9. The etiquette advantage in global business -- 10. Indian business culture and communication -- References -- Suggestions for further reading -- Index. |
| Sommario/riassunto | This handy book on intercultural communication is ideal for the busy executive, frequent international business traveler, expatriate, and student of international business communication. It offers insights into the finer nuances of intercultural communication and assists in decision making, problem solving, and adjusting to other cultures. Lucid and practical in its approach, the book is replete with numerous examples that illustrate business beyond boundaries. It goes beyond a mere laundry list approach to one that enumerates the underlying phenomena that characterize international meetings, presentations, and negotiations. It offers a unique South Asian perspective on cross-cultural communication and is a must-read for those getting ready to sign international deals in the near future. |