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Titolo	Intercultural communication for managers // Michael B. Goodman
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2013
ISBN	1-60649-625-5
Edizione	[First edition.]
Descrizione fisica	1 online resource (320 p.)
Collana	Corporate communication collection, , 2156-8170
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Soggetti	Intercultural communication International business enterprises Business communication
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Nota di bibliografia	Includes bibliographical references (pages 257-274) and index.
Nota di contenuto	Part I. Understanding business cultures around the world -- 1. Language and communication -- 2. Social organization -- 3. Contexting and face-saving -- 4. The impact of technology and the environment -- 5. Power, influence, and authority -- 6. Concepts of time -- 7. Body language and non-verbal communication -- Part II. Managing business in a global environment -- 8. Restoring trust in business and understanding international business ethics -- 9. Managing people globally: managing executives on global assignment -- 10. Dealing with culture shock -- 11. Working globally without leaving your desk -- 12. Marketing and negotiating transnationally -- 13. Impact of global growth, BRICS and the Next 11 -- Part III. Understanding and working in specific cultures: country analysis and planning for an overseas assignment -- 14. Working in the United States, and with Americans -- 15. China, India, and the Pacific Rim -- 16. European Union, Europe, and the Former Soviet Union -- 17. South America: and NAFTA -- 18. The Middle East and Africa -- Further reading -- Index.
Sommario/riassunto	People have always found a way to trade with one another, overcoming enormous barriers. Nations that fought for centuries came together after World War II dedicated to a plan that would let them thrive in peace. Business and trade relationships were the foundation. This book is based on the simple concept that people who partner in business

tend to work together in peace more often than not. Education is also a fundamental building block for successful global relationships.

2. Record Nr.	UNINA990009024710403321
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