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Sommario/riassunto	This is the first title in the new "Navigating China" series of books written by leading experts in the field of international business and cross-cultural communications. The book unravels the nuances of effective communication in China. It introduces readers to the basics of intercultural communication. It also highlights cultural, linguistic, and

socio-economic factors that shape how Chinese people communicate. This essential guide will equip readers with the understanding needed to navigate cultural differences, making their cross-cultural interactions more successful and rewarding. By combining theory and practice, the book presents insights and techniques in inter-cultural communication. How does our language reflect our thoughts? What is the relationship between our culture and communication? How can we overcome cross-cultural boundaries and communicate effectively both in inter-personal or business settings? For anyone doing business in or with China, this book is an essential tool for effective communication.
