

1.	Record Nr.	UNINA990009860780403321
	Autore	Amato, Andrea
	Titolo	L' Epoca della desideratività individualistica e la propsettiva del corporativismo democratico / Andrea Amato
	Pubbl/distr/stampa	Foggia : Centografico francescano, 2003
	Descrizione fisica	231 p. ; 15 cm
	Disciplina	302
	Locazione	BFS
	Collocazione	302 AMA 1
	Lingua di pubblicazione	Italiano
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
2.	Record Nr.	UNISA996339133903316
	Autore	Carte Penny
	Titolo	Bridging the culture gap : a practical guide to international business communication / / Penny Carte and Chris Fox
	Pubbl/distr/stampa	London ; ; Philadelphia, : Kogan Page, 2008 London, U.K. : , : Kogan Page, , 2008
	ISBN	1-281-77610-6 9786611776107 0-7494-5497-0
	Edizione	[2nd ed.]
	Descrizione fisica	1 online resource (xiv, 202 pages)
	Collana	Gale eBooks
	Disciplina	395.52 658.45
	Soggetti	Business etiquette Intercultural communication Business communication National characteristics
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia

Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. [191]-195) and index.
Nota di contenuto	Contents; About Canning; About the authors; Foreword; Acknowledgements; Introduction; 1 Interpreting the party line; 2 Knowing your place; 3 Knowing the limits; 4 Knowing the form; 5 Making presentations; 6 Making deals; 7 Making yourself understood in English; 8 Knowing yourself; Appendix: False friends; References; Further reading; Index
Sommario/riassunto	Packed with fascinating cases, cultural awareness scales, communication style tests and practical tips, this lively guide will help anyone - of any nationality - to become a better communicator. Whether you're planning to give a presentation to a cross-cultural group or about to negotiate with an overseas client, Bridging the Culture Gap will ensure that your cultural awareness antennae are well tuned.