

Intercultural Business Communication 6th Edition

INTERCULTURAL
BUSINESS
COMMUNICATION



LILLIAN H. CHANEY | JANET H. S. MARTIN

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BOOK SYNOPSIS

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. Directed primarily toward business majors, this text also provides practical content to current and aspiring industry professionals. With the globalization of the world economy, it is imperative for current and future managers to be sensitive to the differences they will encounter in intercultural communication. To help make readers aware of these differences, Intercultural Business Communication contains practical guidelines and information on how to conduct negotiations across countries, write business letters in different societies, and includes the general “dos” and “don’ts” in international business.

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